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THE AUTHOR & JOURNALIST

IMPORTANT FEATURES

Quarterly Handy Market List

*More Than 600 Classified Markets for
Manuscripts*

Radio—Interesting Field for Dramatic Writing

By Ruth Jeffreys

How to Write a Detective Story

By Edwin Baird

The Floors of Your Fiction House

*Interview With Charles E. Logue, Universal
Scenarist, by Mayme Ober Peak*

LATEST MARKET TIPS

SEPTEMBER
1930

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SOME RECENT BOOKS

THE SHORT-STORY CRAFTSMAN, by Hattie Horner Louthan. Published by the University of Denver. \$2.50, Postpaid.

The appearance of a new textbook on short-story writing is an important event. Doubly important when, as in this case, the volume takes a long stride forward in its method of presenting the subject.

The author, Hattie Horner Louthan, is head of the English department of the University of Denver College of Commerce, and is an author and lecturer of note. "The Short-Story Craftsman" is the outgrowth of twenty years' experience in training men and women for authorship. Scores of successful students testify to the soundness of her doctrine, as epitomized in this work.

The scope of this 300-page book embraces every phase of technique. A mere enumeration of chapter subjects would only partly indicate its comprehensive character. Of especial value, perhaps because a thorough consideration of these vital subjects has seemingly escaped previous writers on short-story technique, are the chapters on Economy, Imagination, Individuality, Connotation, and (to mention our own favorite chapter) Indirectness. We are principally struck, however, by the unusual method of approach, and by the skill with which each chapter has been so packed with advice and suggestion that it becomes a boiled-down textbook in itself.

The volume is marked by a beauty and perfection of style rarely found in pedagogical works. The author takes an uncompromising stand against temptations for lowering of the Craftsman's ideals. Indeed, some of her strictures against the cheapening of modern literature through deliber-

ate pandering to the lower type of reading appetite are breath-taking in their directness. It is clear that Mrs. Louthan regards authorship as a career which imposes responsibilities little short of sacred upon its devotees. Her book is addressed to the true Craftsman—the type of writer who takes pride and joy in striving for perfection. Illustrative of the method of the author's approach, take the following from the chapter on Individuality:

"If you would develop a truly forceful style, you must develop a forceful character. There is no other way. Your story, strongly convincing to you, deeply felt by you, must reach the reader through a convicted medium. It is the business of the salesman to be sold on his own wares. Nothing new. Since style is the thought, how can style be strong when thought is weak? Since style is the man, how can style be strong when character is feeble, futile? Thus, for forceful style, we fall back to the man behind the words; he must himself be forceful.

"Beauty runs in the same rut. To write beauty, you must habitually think and feel beauty. There is no other way. Your story, pleasing to you, must reach the reader through the medium of an irreproachable taste. It is the business of the beauty-apostle to dwell with beauty. Again, nothing new. Since style is the thought, how can words in themselves be beautiful if unanimated by beautiful thoughts? Since style is the man, how can the words of his mouth or pen be beautiful if the meditations of his heart are not so? Thus, for beauty of style, we fall back to the man behind the words; he must himself be of beautiful life."

Lest the impression be conveyed that there is anything vaguely idealistic in this textbook, let us assure the reader that it is, first of all, a practical handbook—but with a measure of uplift and idealism added. Each of the twenty-four chapters is followed by a syllabus and quiz for class-room drill or home study. The author has approached her subject with the assurance of authority, and with a loving appreciation of true short-story Craftsmanship. The result is to imbue the reader with the feeling that in entering upon a career of literary Craftsmanship, one is embarking on an inspiring adventure.

"The Short-Story Craftsman" should be on the desk of every writer. Our suggestion is this: Read it first for pure enjoyment; afterwards study it for profit and inspiration.

WRITING FOR PROFIT, by Donald Wilhelm. 373 Pages; McGraw-Hill Book Co., \$3.

An experienced newspaper man and magazine writer takes up, successively, newspaper work, magazine writing, fiction, radio writing, the talkies, syndicating, advertisement writing. The style is readable, and the information sound. Many incidents out of Mr. Wilhelm's extensive experience flavor the book. There is a valuable chapter on interviewing. The ground covered is so great that, necessarily, the "high spots" of many subjects only have been touched. The book was written, in Mr. Wilhelm's own words, "To help the typical new writer who has 'to go in alone.'" The book may be obtained from THE AUTHOR & JOURNALIST Book Service.

Radio—Interesting Field for Dramatic Writing

BY RUTH JEFFREYS



Ruth Jeffreys

ilities.

I entered this field of writing a year or so ago. My first radio royalty check was received when "Best Interests," a comedy-drama, was accepted and broadcast by KMBC, a radio station in Kansas City, Mo., during April, 1929.

The acceptance of my first radio drama was sufficient encouragement for the writing of more radio plays, and I now find, after having marketed my plays to various radio stations, a splendid outlook in the way of marketing for this type of writing. Of course, the technique of the radio production differs from the technique of the stage play. There are certain rules which must be followed. An audience visualizes as well as hears the stage drama. In the radio adaptation, all stage business, with the exception of that which may be indicated by sound, must be omitted or conveyed through the dialogue. Writers must remember that every impression must be conveyed with the speaking voice, aided by music.

When I started writing radio plays, I had

some little knowledge of the technique of the one-act play. A graduate of a mid-western State University, I had had, as a senior student, instruction in playwriting. I also had, during a year of graduate study in English Literature at Columbia University, New York, the advantage of being enrolled in one of Hatcher Hughes' playwriting courses. Perhaps this will explain why I have been able, from the start, to sell practically the entire output of my radio productions. Most writers will admit the advantage of writing courses. They offer, I believe, the easiest route to successful writing.

It is difficult to say what kind of plot is best for the radioette. Preferences differ. One radio director has written me as follows: "We suggest you avoid the 'down home' characters and the neighborly story. Our audiences want something modern." Other radio directors desire plays that are not too sophisticated. However, the radio playwright will do well to remember that people of many different ranks in life tune in on radio dramas; hence the radio play, radioette, or radario should be of fairly general interest.

USUALLY, the plays that go best on the air are real dramatic plays, or clever comedies, or plays having the element of mystery. Plays also are popular that permit of using music, such as a theme love song. If music is to be used, the playwright should name the musical theme.

The radio play must have punch. The greater the punch—the greater the surprise—the more likely you'll be to land a royalty. Above all, the action must not drag; a definite element of suspense is required to hold the radio audience.

One director of radio productions says: "I am using as few sound effects as possible. Most of them are silly and convey no meaning to the audience. I also insist that the play carry itself without additional explanation from an announcer except an announcement of the characters and a description of the scene."

A radio play is not complete if it omits the introductory and closing statements by the station announcer. It must also include the descriptive material that it is necessary for an announcer to read between scenes in order to make known definitely a change in the locale.

Plays are desired that run from twenty to thirty minutes. They should have not more than from three to five characters, since it is sometimes difficult to get more than four or five voices which are distinctly different from each other and which can be recognized by the radio audience.

A director of radio plays gave me the following specific examples of plays that he found suitable for broadcasting: "Napoleon's Barber," by Arthur Caesar; "The Knife," by Henry Arthur Jones; "Mary Brice," by Thomas F. Murphy, and "Glory of the Morning," by Wm. Ellery Leonard.

TO open a market for your radio plays, the best procedure is to communicate with the program director in each station and deal directly with him. Royalties offered for radio dramas vary in amount with almost every station. Occasionally, but not often, you will encounter a station which may desire to use your play on a non-royalty basis. Do not deal with mendicant stations. When a State University radio station wished to broadcast my plays for an academic purpose, offering me credit in their publicity work, I requested the return of my script.

Markets, as a rule, must be cultivated individually. As a rule, program directors are favorable toward the use of radio productions at their stations. Several directors who have broadcast my plays continue to encourage me to write and submit manuscripts. A radio station on the Pacific coast has recently produced four of my radioettes. Several program directors have suggested a willingness to interest community theatres, in their respective cities, in the production of my one-act plays. Only today I received a letter from a radio director to this effect:

"At present we are trying to organize a little stock company up here, and if it turns out as well as we hope it will, we may be able to use a great many of your writings."

The broadcasting of playlets breaks the monotony of musical programs on the air. One station has in mind a mystery hour, of perhaps fifteen minutes a week, in which it will carry a serial play along from week to week. Serial mystery plays have proved popular in several instances on a half-an-hour-a-week basis.

USING as examples several of my own radio plays, which have gone over on the air with more or less success, I shall attempt to explain something of the manner of a radio play's preparation. The technique of the radio drama involves no more difficulties than other fields of writing.

Using as an example my radioette, "Best Interests," for purpose of analysis, first, I provided for the announcers of the radio station to whom I submitted this play the following statement and introduction of my characters:

BEST INTERESTS

A Radio Drama in One Act

BY RUTH JEFFREYS

Characters

KATIE TABOR, a sensible-looking girl, about twenty-two years of age. A girl who has survived four years in a college town without becoming too bored of manner.

JOHN SAYRE, a salesman. About twenty-four years of age. He is a tall, thin young man, of the alert, nervous type. He has not had a college education.

MR. TABOR, Katie's father. He is a heavy-set man, who, never prone to fret himself unnecessarily in his youth, certainly does not seem to see fit to take chances of becoming apoplectic in his later years. Rather, he prefers to take the path of least resistance, which is to give in to Mama Tabor, contenting himself with making, now and then, what he considers a subtle remark, usually too subtle, luckily, for his wife quite to "catch."

MRS. TABOR, Katie's mother. A large, comfortable-sized, middle-aged woman, whose opinions, of quick origin, are also of quick decrease. Mama's family is her world. She gives unstintingly of herself in what she considers will make for the maintenance of her family's well-being.

After reading this introductory statement, the announcer will proceed to read another statement, which sets forth the general stage setting, for this is the usual way that the

names of the characters, their locale, and the general stage setting are registered on the radio audience. Remember, the radio playwright must not neglect to provide the announcer with all necessary descriptive material.

Here is the manner in which I set it down for the announcer in my script, "Best Interests":

Scene: The living-room of the Tabor residence. It is comfortably, but not extravagantly, furnished. There are the usual furnishings found in a middle-class home: piano, bookcases, lamp, table, chairs, etc. At left and right, back, are windows, and at the back, center, a door, presumably leading to the front porch.

When the curtain rises, the stage is darkened. The front door is heard to open and shut. Immediately a light is switched on, revealing Katie and John, who have just entered. John, hat in hand, remains near the door. But as Katie moves toward the center of the room he follows, and of a sudden he takes her in his arms.

Thus concludes my statement for the announcer. Now, the atmosphere suggested, the action of the play must take place, and, the dialogue, once started, must *unflaggingly* continue until the climax is reached. A word of warning is appropriate here. End the play as quickly as possible after the climax. Too much descending action is extremely undesirable.

Program directors have been kind enough to remark that the dialogue in "Best Interests" is well suited for radio presentation. I started the play with dialogue between Katie and John, Katie's boy friend.

JOHN: Come on, Katie! Tell me now, to-night.

KATIE: (*provocative but insistent*) No!

JOHN: You know, Katie, I mean business and I've meant it from the start.

KATIE: Yes, John.

JOHN: And I've always said we ought to be frank with each other. You remember that, Katie?

KATIE: Yes.

JOHN: Well,—if you can't care—don't be slow about telling me. It'll be all right. I'll stand it somehow—I know I haven't got a right to come along and—

KATIE: And what?

JOHN: Oh, interfere with your career.

KATIE: (*affectionately*) Sometimes—I'm beginning to think that—

JOHN: Yes?

KATIE: That it's sorta true about there being only one career for a woman.

JOHN: Katie!

KATIE: No, John—you mustn't kiss me! You

must go now. Well, maybe you can stay one more minute. But just one.

JOHN: I really ought to be moving on. Your folks probably don't like my getting you in at such late hours. Gee, the way I'm sticking around—my old flivver always parked out in front of your home—

KATIE: The neighbors'll think I'm getting awfully popular!

JOHN: Don't try to feed me that line, Katie. I've never been one for rushing wallflowers.

KATIE: No? (*laughs softly*)

JOHN: But your folks—they must think I'm the good-for-nothing bum. Now that I'm without a job, especially. (*He laughs amusedly*)

The dialogue between Katie Tabor and John Sayre continues until John, leaving, goes out on the porch, accompanied by Katie. The following bits of dialogue are between Katie's parents, Mama and Papa Tabor:

MRS. TABOR: Come on downstairs, Charlie. They're out on the porch.

MR. TABOR: Mama, I don't think it's right for us to do this. They'll think—Katie'll think—Katie, she won't like it—our staying up this way waiting for her.

MRS. TABOR: (*exasperatedly*) No of course she won't like it. And what if she don't? I guess I'm supposed to enjoy being kept awake until unearthly hours every night. What does she mean by it, anyway?

MR. TABOR: Now Mama, don't go and get yourself so worked up. Katie has never given us a bit of trouble really. If all girls were like our Katie—

MRS. TABOR: It's all right with you, Charlie. You could sleep through anything. But me with my insomnia. The idea—not a bit of sleep I've had this week. It looks to me like a young man should have sense enough to know when to leave. I'll give him five minutes, and then, if you don't go out there on the porch and tell him to leave,—I will.

The dialogue between Katie's parents goes on, Mama Tabor giving her reasons why Katie's romance should not be allowed to continue. She asserts that John is unworthy of a talented girl like Katie; he's poor, out of work, etc. Then, Katie, coming in, angrily confronts her mother and father because they are waiting up for her, and, incidentally, because they voice their disapproval of the man she loves.

At last, after the situation has become very tense, Katie informs her mother that John has inherited land in Oklahoma, and that oil has been struck on an adjoining farm. Mrs. Tabor, jumping to what may be false conclusions, now gives her approval of John. She bursts forth:

"Charlie, John's going to strike it rich. Why, we must congratulate him on having land in the new oil district. Every girl in town will envy our daughter!"

Katie, rebellious at her mother's censure of John and quick change of attitude merely because there is a possibility of his acquiring sudden wealth, now declares she will not marry him. But Papa Tabor gently advises: "Yes, do as your mama says, Katie. Your mama—once in a while she makes a mistake—but always she has your *best interests* at heart."

After listening in on the first radio presentation of "Best Interests," (over station KMBC), the dramatic coach of a high school in a small Kansas town wrote the director of the station, requesting my address. It seemed she desired to secure dramatic material for production at her school. So, there is the possibility of the radio broadcast leading indirectly to other markets for your plays.

NOW to analyze, briefly, another of my radio dramas, "The Hartley Pearls." I included this statement for the announcer:

THE HARTLEY PEARLS
A Radio Drama in Five Scenes

BY RUTH JEFFREYS

Characters

CHRISTINE LACY, supposedly Steve Morrell's secretary.

STEVE MORRELL, a boat acquaintance of—
AMY HARTLEY, a very beautiful girl who owns the Hartley pearls.

JENNIE, Amy's maid.

HARRY KEITH, a successful young business man of New York City.

Since music is played between the scenes of this play, I put a note on the manuscript: "Music between scenes." It is always well to give careful attention to the names of characters; make them as different in sound as possible, and expressive of the type of character to be depicted.

"The Hartley Pearls" has the element of mystery which program directors consider desirable in plays intended for broadcasting purposes. After the introduction of the characters in this play, there follows this brief statement regarding the scenes:

Scene 1: On deck of ocean liner, coming from Southampton to New York City. (After the dialogue of the first scene takes place, there is music, and then, an announcement of the next scene):

Scene 2: In Amy's cabin on board ship. (After the second scene, there is the following announcement):

Scene 3: In a taxicab—in New York City—immediately after Amy's arrival in New York. (After which):

Scene 4: Three months later. In the New York City apartment of Amy and Harry Keith. (The fifth and concluding scene has this statement for the announcer to make):

Scene 5: Same. Later that night.

The theme idea is about like this: Amy Hartley, on her way to New York to marry a childhood sweetheart, becomes infatuated with Steve Morrell, a fellow passenger. She misses her valuable pearl necklace. Circumstantial evidence would seem to indicate that Steve, whose history Amy knows nothing whatsoever about, has robbed her of her pearls. Amy, who had decided, until she missed her necklace, to break her engagement with Harry Keith, now, after her suspicion of Steve is aroused, keeps her promise to Harry.

This, I am afraid, does not sound very clear. Anyway, the action all revolves about Amy's pearls. Here are a few speeches from the first scene:

CHRISTINE: Well, Steve, the tables seem to be turned this trip.

STEVE: How do you figure that, Christine?

CHRISTINE: Isn't it the least profitable of any ocean voyage we've made?

STEVE: The boat hasn't docked yet.

CHRISTINE: But you've never gone in for romance quite so heavily before. You didn't sail from Southampton just for romance, did you, Steve?

STEVE: (*laughs amusedly*) No, I didn't come for—romance. (*Brusquely*) However, Christine, I prefer that you cut your lecture short. Amy's to meet me here on deck soon. I wouldn't care to have her hear you discussing my particular motives for making this trip. And in the future, whenever I want your advice, I'll ask for it. I'm giving the orders. Get me?

CHRISTINE: I'm not trying to give you any orders.

STEVE: You've got to be reasonable. Things don't always happen as we plan them. Sometimes, we get strange breaks. I want you to fade away when Amy comes on deck. Remember, to all appearances, you're my secretary. I've had to remind you rather often of late. What's the matter? Jealous?

CHRISTINE: Steve, it's only that I hate to see you giving the girl such a heavy line. Isn't she being unnecessarily kidded along?

STEVE: So you think I'm kidding this time? Shh! Here's Amy now.

The dialogue continues. The main thing

in preparing any radio drama is to attempt honestly to hold the interest of your listeners. It is very easy, you know, to tune in on other stations. Your audience must be kept in suspense. As a well known writer has said: "Make 'em laugh; make 'em weep; make 'em wait."

NOW to be more specific about markets for your radio plays. I have, from correspondence with program directors of radio stations, compiled the following information concerning stations favoring the use of radioettes:

Ernest C. Wilson, editor of *Youth Magazine*, 917 Tracy Ave., Kansas City, Mo., has written me recently to this effect: "We should be very glad to see manuscripts for presentation as radio plays and should also be glad to consider such material for possible publication in *Youth Magazine*. Kindly let us know your royalty rates for radio presentation."

Chas. Croxton, program director of WBAP, Fort Worth Star-Telegram Radio Station, Fort Worth, Texas, is considering one of my radio plays at the present writing, and has written me: "We may be able to interest the Little Theatre Players also in using some of your plays."

Corrine Jordon, program director of KSTP, National Battery Broadcasting Company, general offices, St. Paul Hotel, St. Paul, Minn., informed me that KSTP, by inaugurating the KSTP Players, was expecting to do considerable dramatic work this winter.

Radio Station WJR, The Goodwill Station, Fisher Bldg., Detroit, Mich., is also in the market for plays. Also the assistant manager of the station has very kindly suggested that I try the following two markets:

National Broadcasting Company, 711 Fifth Ave., New York, and The Columbia Broadcasting System, Paramount Theatre Bldg., New York. Personally, I have not verified these two markets. As national chains they undoubtedly would be interested in exceptional material.

George C. Biggar, production department, WLS Radio Station, Agricultural Broadcasting Company, controlled and operated by the Prairie Farmer, Chicago, Ill., broadcasts plays on a royalty basis. He wants plays that run, on the average, from twenty to thirty minutes.

Alice G. Mastin, program director of KMOX, The Voice of St. Louis, Inc., with studios and offices in the Hotel Mayfair, St. Louis, Mo., has written me: "I find we will have a regular program of radio plays during the winter months. We would appreciate it very much if you will submit any plays that you might have on hand."

WOC Radio Station, Davenport, Iowa, and the Sears-Roebuck Station, KMBC, 15th and Cleveland Street, Kansas City, Mo., are two other markets.

F. H. Talbot, studio manager of radio station KOA, the General Electric Company's station, 1370 Krameria Street, Denver, Colo., wrote as follows: "We are always interested in receiving new plays. We shall be glad to review yours with a view to its availability for presentation here."

Edward Breen, Jr., dramatic director of WHO Radio Station, Des Moines, Iowa, held my play, "Best Interests," hoping that his season might run long enough to make possible its production. "Unfortunately," he stated, some months ago, "the change from daylight saving time forced the Little Theatre to abandon its plays and we are off the air until next spring." He added: "We might be in the market at that time, say about June, 1930."

Another possible market is Harold Fair, chief announcer, KOIL Radio Station, Council Bluffs, Iowa. Mr. G. H. Godfrey, Department of Drama, Totem Broadcasters, Fishers Blend Station, Inc., offices and studios at Metropolitan Center, Cobb Bldg., Seattle, Wash., has written me that his audiences want something modern, and recently accepted my radio drama, "The Square-Cut Ruby," a play in six scenes.

Gwendolyn Jenkins, director of WEAO Players, WEAO Radio Station, Ohio State University, Columbus, Ohio, stated: "WEAO Players are anxious to present plays written for radio production; we are encouraging radio play-writing." But I must add here that this station does not pay for plays.

"We are interested in plays for the radio," writes Andrew Hertel, manager of WTMJ, the Milwaukee Journal Radio Station, Milwaukee, Wis.

G. Dare Fleck, program director of station KDKA, Westinghouse Electric & Manufacturing Company, William Penn Hotel, Pittsburgh, Pa., wrote: "We are giving some plays from our station."

Two additional addresses are: John F. Royal, WTAM and WEAR, Inc., Radio Broadcasting Stations, 1100 Chester Ave., Cleveland, Ohio; and Elizabeth Colbert, WKY Radiophone Company, owned and operated by the Oklahoma Publishing Company, Oklahoma City, Okla.

RADIO royalties vary from five to twenty-five dollars, I understand. I consider ten or fifteen dollars a reasonable royalty for a radio presentation. The same play can be leased successively to several local stations, thus bringing up the amount of its total earnings to a substantial figure.

The audience of the radio theatre is a vast one. It is composed not only of people in cities, but of people in isolated districts—people who have little access to the legitimate theatre, to the written drama, or to the "talkies." I write with these people in mind. It is something to feel that one can break the loneliness of their existence by entertaining them with a dramatic story or a comedy on the air.

How to Write a Detective Story

BY EDWIN BAIRD

Editor of Real Detective Tales

(This series began in the December, 1929, issue)

X—SELLING THE DETECTIVE YARN



Edwin Baird

ALTHOUGH these pieces (which have extended much further than I or anybody else dreamed they would) are, as the running head indicates, supposed to be a treatise on How to Write a Detective Story, I daresay that most of my readers (if

they're still with me) are fully as interested, perhaps more so, in knowing How to Sell One.

In this installment, therefore—and again later on—I shall address myself to the question of selling our detective story, once we've written it. Since, like the Original Cohen of the Bowery, I both buy and sell, I feel persuaded that I should be able to speak authoritatively on this most important matter.

Obviously, of course, the best way to sell a story is to write one that is worth selling—and then let it sell itself.

However, aside from that, there are many little things you should keep in mind when you enter upon the business of marketing your manuscript.

For example, when an editor picks up your manuscript he is influenced, consciously or unconsciously, by its external appearance. Attend to that. Should it be beautifully bound in purple morocco, daintily stitched together with lavender ribbons (believe me, I am not citing an extreme case), he is at once prejudiced against that story.

"Here," he says to himself, and he speaks from experience, "is the maiden effort of a half-baked amateur."

And it will take an uncommonly good story to convince him that he's wrong.

Nor is he any more favorably impressed if the manuscript is a disreputable-looking object suggesting something that has been used on the cook stove. If it is scuffed at the edges, if it is soiled and wrinkled, and otherwise shows the wear and tear of many journeyings to and fro in the land, he is likely to shoot it back at you with scarcely more than a glance at it.

Narrow margins, or no margins at all, single-spaced typing, lack of post-office address on the first page, glaring mistakes in spelling and punctuation—these are some of the things that make cynics of editors and cause them to reach for printed slips.

It is just as easy to prepare your manuscript properly, and certainly it increases your chances of selling it. Have it neat, not gaudy, and, above all, legible. The manuscript that is easy to read is almost sure to get a reading. Leave plenty of blank space on the first page, and see that your name and address, and the length of the story, are typed above.

ALL this seems like elementary stuff—things that every beginner should know instinctively—but it would amaze you to see the vast number of manuscripts that violate all these simple rules.

Of course, if your story is of outstanding excellence—something that an editor simply must buy—he will buy it no matter how it's presented to him. But there aren't many such stories in his manuscript mail; and, anyway, why take a chance?

One of my contributors, whose work appears regularly in *Real Detective Tales*, types his stories on cheap yellow paper, without margins, without space on page 1, without name or address; and then goes over them with a red crayon, correcting errors. Another—and his stories are proving more popular with our readers than any we publish—displays an incredible ingenuity in defying all the laws of punctuation and grammar. A great deal of editing is re-

quired. I can tell you, before his copy is sent to the printer.

Yet, while both these men have landed—not only in *Real Detective Tales*, but in other magazines as well—I advise no writer to emulate their method of preparing manuscripts.

An infallible way to incur an editor's enmity is to accompany your manuscript with a note such as this: "This story is taken from actual life; I read it aloud to a gathering of friends, and they all pronounced it a great piece of work, much better than most of the stories you publish in your magazine." Every day in the week, I venture to say, every editor in America reads a note of that sort—and suffers the same poisonous reaction!

In this era of specialization I hear much talk of writers specializing in a certain type of story and aiming their work at a certain type of magazine. It is all very well to specialize, but why confine yourself to a specific market? If you are writing detective stories, there is no reason why you should think exclusively of detective magazines as your market. All the magazines—or almost all—are using them now.

As a matter of fact, it's best not to think of any magazine, until after you've finished your story. Think of your story first and a publisher for it afterward. If it's a good detective story, such is the present demand, it's bound to sell somewhere. If you keep it moving, there is simply no chance of its not selling.

The above rule also applies to the length of your story! While you are writing it, don't worry about length. When you have reached the end, stop. No matter how long or how short it may be, that is the place to write *finis*. The man doesn't live who can answer the question, "How long is a good detective story?" any more than he can answer, "How long is a piece of string?" Some stories are too long at one thousand words, others too short at one hundred thousand.

Nor need you fear controversial subjects, "love interest," or any such silly taboos. In this broad-minded age, one may write with impunity on any subject beneath the sun, and as for injecting a dash of romantic young love in your detective tale—why, many of the big-time magazines are asking for that, specifically.

NO; that is not the reason why detective stories are returned to their hopeful authors. The reasons for this are many and various, a few of them being: Hackneyed plots, or no plots at all; muddled thinking; slovenly workmanship; lack of verisimilitude. The average run of unsolicited manuscripts, which daily deluge every editorial office, are unbelievably bad. Any attempt to read them reveals too clearly that their authors have never learned to coordinate their thoughts and express themselves coherently. Their offerings are nothing but a hodgepodge of words, vague, meaningless, and unintelligible. The new writer who has a real story to tell, and knows how to tell it, will stand out as conspicuously from this appalling mass of drivel as pure gold will stand out from a mass of scrap iron.

Another common fault of the amateur, as well as the professional, detective-story writer is the habit of making the culprit confess whenever confronted by evidence of his guilt. This rarely, if ever, happens in life, and, after all, as I've already pointed out in this series of articles, detective fiction, even though not actually related to life, should *appear* to have some relation to it.

The detective in fiction, after painstakingly solving the mystery of the crime, faces the criminal and outlines to him, step by step, just how he committed it and why; whereon the criminal, confounded by the detective's perspicacity, nods his head sadly and says: "You're right; I did it." How different in life! Should a real detective do a thing like that—if he knows his business, he would never think of doing it—the guilty man would only laugh at him and say: "You're crazy; all that stuff is a hop dream," and would proceed to deny, point by point, everything the detective had said.

Detectives in real life have a more efficacious, if less picturesque, method of getting confessions from persons they know to be guilty. They do it by persuasion, or by force, or by instilling fear and uncertainty, rarely by revealing what they actually know. They realize that the best way to get results is to keep the prisoner guessing and wondering how much they really know. Troubled by such apprehension, harried with questions, he eventually breaks down and confesses in order to get peace of mind.

In fiction, too, the murderer, when caught

—and of course he always *is* caught—inevitably forfeits his life in penalty. He is always hanged or electrocuted. How often does that happen in actual life? I should say, at a guess, about once in thirty cases.

"But," protests the author, "this sort of thing is being done by the best writers of detective stories."

True enough; but the best writers do many things that the new writer would do well to avoid. Edgar Wallace, for example—not that I consider Edgar Wallace a best writer even by an elaborate stretch of the imagination, but he is one of the best known and certainly the most prolific—Wallace has made some of the most ridiculous blunders, and committed the most absurd crimes against reality, that I have ever encountered in print.

In his "Murder Book of J. G. Reeder" (Doubleday, Doran) he has a story entitled "The Investors" wherein a convict, infecting a sheet of paper with scarlet fever germs, writes a note on the paper and sends it to the detective who had convicted him. The astute detective, instantly perceiving this attempt upon his life, washes his hands and hands the note back to the man who brought it.

"You may go now, Mills," he tells him. "I rather think that you are infected. You will have scarlet fever in three days, and will probably be dead at the end of the week. I will send you a wreath."

Now, if you can show me anything more asinine than that, either in or out of print, I should enjoy seeing it. In the first place, the man in the penitentiary could never have procured the scarlet fever bacteria; in the second place, if he had procured it, he could not infect paper with it; and in the third place, even though he had contrived to pass it on to the detective, the chances are very remote that the detective would have died from it.

IT is a far cry from Edgar Wallace to S. S. Van Dine, alias Willard Huntington Wright. Van Dine, in my opinion, stands foremost among contemporary writers of detective fiction, and I have often taken occasion to say so, in *THE AUTHOR & JOURNALIST* and elsewhere. But in his last novel, "The Scarab Murder Case" (*Scribners*), he has not only violated the verities and written a story untrue to life, he has also violated almost all the rules that he

himself laid down for earnest young writers of detective stories.

Within the first forty pages of the book the police have caught the murderer and are all for taking him to the station, but Philo Vance, the private detective, persuades them to let him go because the evidence against him is too obvious; and so, for nearly 300 pages after that, there is much chasing around in circles after false suspects, until finally Vance shows the police that the man they had in the first place was really the murderer after all.

It is about as easy to conceive of anything like that actually happening as it is to conceive of the Tribune Tower springing from its foundation and diving into the Chicago River.

There is a vast gulf between the detectives in fiction and those in real life. The one refuses to see the obvious, and even when the murderer is caught red-handed, as in "The Scarab Murder Case," he sets about looking for other suspects (though not always) in order to prolong the story. The other depends for his success on hunches, stool pigeons, and lucky breaks, seasoned with common sense.

I would recommend that the young writer, when portraying his detective, endeavor to strike a happy medium somewhere between these two extremes.

"Is it necessary," the young writer often asks, "to have murder done in my story?"

Not necessary, but safe and desirable. There are many themes you may use other than homicide—kidnapping, jewel thefts, extortion, blackmailing, bank robbery, missing heirs, to mention a few—and there are many successful detective stories in which no gun is fired nor knife drawn and wherein no dead body ever appears; but on the whole, murder is the best bet. We may be cold to the theft of a million dollars and apathetic about Mrs. Goldfront's emerald necklace, but we cannot be cold or apathetic where foul murder has been committed. Murder strikes a deep responsive chord in the hearts of all of us.

The trouble is, with most new writers, they do their murdering in such a casual way! One might think they were swatting flies instead of killing people. Murder is a serious business, and it should be treated as such.

Among the many other queries, which have lately reached me from my readers,

I shall choose for consideration this month the following pair that have just arrived:

Dear Mr. Baird: If, in writing a detective story, to all outward appearance the deceased committed suicide, would it be distasteful to bring up the fact that his own father committed suicide, in a fit of insanity, dwelling on the fact that insanity is hereditary?—PHILIP PATTEN, *Baltimore*.

While it is a fact that insanity is hereditary, I am not so sure—and neither, I think, are the alienists—that suicidal tendency is. In any event, I see no reason why an allusion to either should be distasteful.

Dear Mr. Baird: In your article in this month's *AUTHOR & JOURNALIST* you say: "Have a working synopsis of your plot . . . a detailed outline of all its salient points." Does that apply to short-stories other than detective short-stories?—DORIS B. GRIGSBY, *Petersburg, Ind.*

That, I should think, would depend en-

tirely upon who was writing the story. Some writers work best when they have before them a skeletonized version of their story; others do better with nothing at all save a clear idea in mind of what they're about. For my part, I prefer a synopsis, no matter what sort of story I am writing. It may be—indeed, it often happens—that, once the story is started, I never refer to my synopsis, but I am always conscious that it is there in case I should get "stuck," and this gives me a comfortable feeling of confidence.

It is not unlike starting a cross-country motor tour. Before beginning your story, or your motor trip, you ought to know where you are going and be provided with charts and maps. Otherwise you might get lost.

(To Be Continued)

The Floors of Your Fiction House

Charles E. Logue, Scenarist, Suggests the Secret of Writing Successful Stories

BY MAYME OBER PEAK

BEFORE an architect draws his blue prints, he finds out how many people are going to live in the house, how many floors are needed and on which floor each member of the household will dwell.

Charles E. Logue, topline scenarist at Universal Studios in Hollywood, does the same thing in a little different way. Using a house as analogy for human beings, he plots his story according to the various floors on which he wants his characters to dwell, declaring that "characters do not assume story value until they leave one floor and go to another."

Explaining this elusive conception, he says:

"Everybody in the world lives in the house of humanity, the house of love. On the first floor dwell those who are engaged in the pursuit of romance—meeting and mating, the most important thing in their lives. No matter how beautifully they put it, it is a selfish form of love.

"On the second floor, the sex bond ends and the blood bond comes. On that floor all you can have are fathers, mothers, sisters, brothers. The least bond until death do them part is husband and wife, because it can be altered. But brothers and sisters,

daughters and sons, have a bond that never can be broken.

"Women rarely get above the second floor, which grew out of the first. Where characters begin to assume importance in story value is when they leave one floor to go to another! As for example two brothers who love the same girl, or two sisters who love the same man; father or mother who permit sex love to interfere with the bond created on that second floor.

"Then the struggle begins, and only those characters who ascend to a higher floor amount to much. Shakespeare knew that, as he proved in his 'Romeo and Juliet.' We have some very tremendous stories of conflict between the first and second floors—family love against sex love.

"The third floor is a monastery—men only. Women only go there looking for trouble. It is the floor of friendship."

Here, being a woman, I interrupted: "Are men only capable of friendship?"

"Biologically women have no right to do the things for each other that friends have. After all, friendship means brothers in arms, comradeship in war.

"A great many stories, such as 'Damon and Pythias,' are founded on that imper-

sonal thing, friendship. 'No man hath greater love than to lay down his life for his friend.' It didn't say 'No woman.' Only men, in my opinion, are capable of this highest love in the world.

"WHEN a story reaches the point of a man giving up his life for something dearer to him than life, you have your big struggle. Three forces begin to struggle when the floor of friendship clashes with the second-floor family bond or the first-floor sex bond, because the attachment has left the heart and moved up into the eyes.

"Men look each other in the eye; there is no other physical attraction. In the eyes of a friend, from man to man, that's where real friendship begins.

"Women always create trouble when they get on the third floor; they don't stay there. Take for example 'Flesh and the Devil.'

"Married women come up on the third floor to interfere with their husbands' friendships. 'I don't like Bill Smith,' they say; 'he spills soup on his vest.'

"The last floor, the fourth, both men and women can reach. This is a splendid floor. It typifies the most gorgeous love in the world—something you can neither see nor define; you only can feel. This is the floor of your God and your country, and three abstract things called Honor, Justice, and Truth. Death for your country, acts of heroism, are found on this floor.

"To these can be added the little corporal acts of mercy—feeding the hungry, giving drink to the thirsty. Anyone who is actuated by motives such as those, who loves them more than he does the other three loves, is a hero and lives in Valhalla with Christ.

"Sometimes this fourth abstract floor of love has symbols—to the Christian martyr a cross; to the Jew perhaps the star of David Missousah; to the Mohammedan the crescent; to the patriot a piece of cloth. The martyr kneels before the cross and gives up his life; the soldier's cross is the flag which he wraps around him before he walks off a parapet.

"This fourth floor dominates humanity. The man in the deepest coal mine recognizes it as well as the man in the silk hat, though he isn't conscious of it.

"THESE are the great points of story writing. Great stage plays, great motion pictures and stories, all have these floors. Otherwise, they never would get anywhere.

"Take a story that isn't very strong on the first floor—characters in search of ro-

mance, all unattached. To strengthen it, run up another flight. Simple!

"You kiss out on the front porch and hang yourself in the garret. Upon the floor on which the characters are at the moment when the desire to reach the fourth floor occurs to them, depends the strength of the story.

"The really successful plays that stand with the public have not been sex-lure plays—first floor stories. The only example of sincerity in the sex-lure thing was 'What Price Glory' which was the story of two friends who, after all, left the woman behind and went back into the trenches.

"Unfortunately, they came back again in 'The Cock-eyed World,' without any high moral floor on which to make an exit!

"Take Madame X. She starts on Floor Two, married and with a child. She descends to Number One for a vulgar romance, is detected by her husband and thrown out. She returns thirty years later, still on Number One, with a new lover who wants to use Madame X's downfall to tear down the honor of her son. So she calmly shoots the blackmailer, moves on to the fourth floor with her lips shut, and the whole world applauds!

"It is very simple. The lower you get the character, the more tremendous the story. It is very easy to leave the third floor and arrive at the fourth because such things are separated from corporal into spiritual. But it spells drama of the first water when they move from the first floor to the fourth, or drop down from the fourth to first.

"Rain' is a striking example of this. Minister Davidson enters the story on Floor Four as idealist to Sadie Thompson, who enters on Number One. Before he gets through he brings Sadie to Number Four in her willingness to sacrifice everything and go back to prison in order to be clean of soul.

"But he, Davidson, drops down to Number One in his sex love for Sadie. When he realizes what he has lost, he cuts his throat. And poor Sadie, who had a ride for a little while on Number Four, walks out and drops down to Number One again.

"Charles Chaplin is the greatest artist in the world, for reasons that this view of the causes behind success should make clear. 'City Lights,' his new picture, will have a very beautiful floor of sacrifice for a blind girl. Chaplin is the gentleman who passes by. In his little corporeal acts of mercy, he harbors the harborless as, for instance, in his unforgettable 'The Kid.'"

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST FOR LITERARY WORKERS

PUBLISHED QUARTERLY AS AN INTEGRAL PART OF THE AUTHOR & JOURNALIST
SEPTEMBER, 1930

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2M-10, twice monthly, 10 cents a copy; W-15, weekly, 15 cents; Q., quarterly, etc. Preferred word limits are indicated by numbers. Acc. indicates payment on or soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, 1 cent or better; fair rates, $\frac{1}{2}$ to 1 cent; low rates, under $\frac{1}{2}$ cent. Ind. indicates indefinite rates. Inc. indicates data incomplete. The editor's name is given last before the word rates. Release of book, motion-picture, and other rights is usually a matter of special arrangement, so this information is not included. In general, the better-paying magazines are generous in releasing supplementary rights to authors.

LIST A

General periodicals, standard, literary, household, popular, and non-technical, which ordinarily pay on acceptance at rates of 1 cent a word or better.

Aces, 220 E. 42d St., New York. (M-20) War-air novelettes on Western front 15,000 to 25,000. Verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Acc-High, 80 Lafayette St., New York. (2M-20) Western adventure, sport, short-stories 3500 to 7500, novelettes 35,000, 6-part serials 65,000. W. M. Clayton; H. A. McComas. 2c up, Acc.

Action Novels, 220 E. 42d St., New York (Bi-M-20) Western, adventure novelettes 10,000, novels 20,000 to 25,000, American hero. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Action Stories, 220 E. 42d St., New York. (M-20) Outdoor adventure short-stories up to 6000; novelettes 900 to 12,000, novels 20,000 to 25,000. Some woman interest permissible. Verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Adventure, 161 6th Ave., New York. (2M-25) Adventure, Western, sea, foreign short stories 1200 to 15,000, novelettes 15,000 to 40,000, serials 50,000 to 100,000; fillers up to 1000, adventure articles, verse. A. A. Proctor. 2c up, verse 50c to \$1 line, fillers \$10 up, Acc.

Airplane Stories, 305 E. 46th St., New York. (M-25) Air action short-stories 3000 to 8000, novelettes 8000 to 30,000, serials 30,000 up. No love interest. Wm. L. Mayer. 1c up, Acc.

Air Stories, 220 E. 42d St., New York. (M-20) Aviation short-stories 4000 to 6000, novelettes 10,000 to 12,000, serials 40,000 to 60,000, complete novels 20,000 to 25,000. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Air Trails, 79 7th Ave., New York. (M-20) Thrilling air short-stories 3000 to 7000, novelettes 10,000 to 20,000, serials 40,000, occasional articles 1500, verse 4 to 6 stanzas. Paul Chadwick. 1c up, Acc.

All Star Detective Stories, 80 Lafayette St., New York. (M-20) Thrilling mystery novelettes 10,000 to 15,000. Love interest permissible. Carl Happel. 2c up, Acc.

All-Story, 280 Broadway, New York. (2M-20) Clean love short-stories, heroine's viewpoint, 4000 to 7000, novelettes up to 14,000, serials up to 30,000 (prefers synopsis). Verse up to 14 lines. Miss Madeline M. Heath. 1c up, verse 25c line, Acc.

American Magazine The, 250 Park Ave., New York. (M-25) Short-stories 3500 to 5000, serials 45,000 to 60,000, illustrated personality sketches 1000 to 1500, human-interest articles 3500 to 5000, stories of achievement. Summer N. Blossom. First-class rates, Acc.

American Mercury, The, 730 5th Ave., New York. (M-50) Sophisticated reviews, comment, essays; serious and political articles, short-stories, sketches, verse; high literary standard. H. L. Mencken. Good rates, Acc.

Argosy Weekly, 280 Broadway, New York. (W-10) Romantic, adventure, mystery, humorous short-stories 2000 to 7000, novelettes up to 20,000, serials up to 70,000, prose fillers up to 400. A. H. Bittner. 1 $\frac{1}{2}$ c up, Acc.

Asia, 468 4th Ave., New York. (M-35) Articles on oriental life and thought interpreted in human terms; relations between East and West, Russia and Africa included. Little fiction. Marietta Neff; Gertrude Emerson. Good rates, Acc.

Association Men, 347 Madison Ave., New York. (M-20) Y. M. C. A. publication. Devoted to life problems, interests of young men. Articles, personality sketches 2000 to 2500. Prefers query. F. G. Weaver. 1c up, Acc.

Astounding Stories, 80 Lafayette St., New York. (M-20) Fantastic pseudo-scientific short-stories up to 10,000, novelettes 20,000 to 30,000, 3 or 4-part serials 40,000 to 60,000. Love interest permitted. Harry Bates. 2c up, Acc.

Atlantic Monthly, 8 Arlington St., Boston. (M-40) Comment, reviews, essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.

Battle Aces, 220 E. 42d St., New York. (M) Flying fiction, war background; short-stories 5000 to 10,000, novelettes up to 15,000. Harry Steeger, H. S. Goldsmith. 1c up, Acc.

Battle Stories, Robbinsdale, Minn. (M-25) War and air short-stories, 3000 to 8000, novelettes 12,000 to 40,000 serials 45,000 to 60,000, installments of 15,000, ballad verse up to 32 lines. Roscoe Fawcett, Jack Smalley, 2 to 10c, poetry 25c line, Acc.

Black Mask, 578 Madison Ave., New York. (M-20) Detective, Western, adventure, short-stories 4000 to 8000, novelettes 10,000 to 15,000. Joseph T. Shaw, Good rates, Acc.

Blade and Ledger, 510 N. Dearborn St., Chicago. (M-5) Clean romantic, adventure short-stories, small-town background, 1000 to 3500. Wm. Fleming French. 1 $\frac{1}{2}$ to 5c, Acc.

Blue Book, 230 Park Ave., New York. (M-25) Western, mystery, adventure short-stories, novelettes, novels. Monthly true-experience prize contests. Edwin Balmer; Donald Kennicott, associate. 2c up, Acc.

Breezy Stories, 1071 6th Ave., New York. (M-20) Sex short-stories, 2500 to 7000, novelettes 12,000 to 18,000; light verse. Cashel Pomeroy. 1c, verse 25c line, Acc.

Calgary Eye-Opener, Box 2068, Minneapolis. (M-25) Jokes, gags, up to 200, verse up to 60 lines, ideas for cartoons, humorous aviation material. Bill O'Donnell. Jokes, cartoons \$2 to \$10; verse 25c line up, Acc.

Canadian Home Journal, 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials, articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.

Clues, 80 Lafayette St., New York. (2M-20) Detective, mystery short-stories 3000 to 6000, novelettes 20,000 to 30,000, serials 40,000 to 60,000. W. M. Clayton, Carl Happel. 2c up, Acc.

College Humor, 1050 N. La Salle St., Chicago. (M-35) Youthful modern short-stories up to 8000, novelettes, serials, general and sport articles, college-interest; sketches, jokes, humorous essays; gay verse, epigrams, art work. H. N. Swanson. First-class rates, jokes \$1, verse 50c line, Acc.

College Life, 25 W. 43d St., New York. (M-25) Swift moving, realistic short-stories, collegiate background, sex interest, 4000 to 6000; novelettes 10,000, collegiate articles up to 1500, humorous verse, jokes. N. L. Pines. 1 $\frac{1}{2}$ c up, verse 10c to 20c line, jokes 35c to 50, Acc.

Collier's, 250 Park Ave., New York. (M-5) Short-stories up to 8000, serials up to 60,000; articles, editorials. Wm. L. Cheney. First-class rates, Acc.

Columbia, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000, verse. John Donahue. 1 to 3c, Acc.

Comfort, August, Me. (M-5) Short-stories 1000, articles, family interest, household miscellany. V. V. Detwiler. 1 to 3c, Acc.

Complete Detective Novel Magazine, 381 4th Ave., New York. (M-25) Detective novels 60,000 to 75,000, true tales of detective work 1000 to 2500; short-stories up to 5000. H. A. Keller. 1c, Acc.

Complete Love Novel Magazine, 381 4th Ave., New York. (M-25) Love novels 60,000 to 70,000, short-stories up to 5000. 1c, Acc.

Complete Stories, 79 7th Ave., New York. (2M-20) Western, adventure short-stories, novelettes, novels up to 50,000, verse. Edmund C. Richards. 1½c to 2c, Acc.

Cosmopolitan, 57th St. and 8th Ave., New York. (M-35) Short-stories 5000 to 7000, romantic, problem, unusual themes; articles, personal experience, 4000 to 5000. Ray Long. First-class rates, Acc.

Cowboy Stories, 80 Lafayette St., New York. (M-20) Cowboy, rangeland short-stories 3000 to 7500, novelettes 35,000, 2-part stories 16,000 to 20,000. W. M. Clayton, H. A. McComas. 2c up, Acc.

Cupid's Diary, 100 5th Ave., New York. (2-M-20) Romantic, sentimental love short-stories, girl's viewpoint 4000 to 7000, novelettes 10,000 to 15,000, serials 40,000 to 60,000, lyrics 8 to 16 lines. Helen MacVichie. 1 to 2c, Acc.

D. A. C. News, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous sketches up to 1500, verse. Chas. A. Hughes. First-class rates, Acc.

Dance Magazine, The, 25 W. 43d St., New York. (M-35) Articles on any branch of musical show business 2500. Harold Hersey. 1c, Acc.

Delineator, Spring and Macdougall Sts., New York. (M-10) Dramatic, human short-stories 5000, serials, articles. Oscar Graeve. First-class rates, Acc.

Detective Action, 220 E. 42nd St., New York. (M) Action-mystery, detective short-stories 3000 to 10,000, novelettes 15,000. Harry Steeger, H. S. Goldsmith. 1c up, Acc.

Detective Fiction Weekly, 280 Broadway, New York. (W-10) Detective articles, short-stories, novelettes, serials. Howard V. Bloomfield. 1½c up, Acc.

Detective Story Magazine, 79 7th Ave., New York. (W-15) Detective and mystery short-stories up to 5000, novelettes up to 25,000, serials up to 80,000, 12,000-word installments, articles on crime, etc., 300 to 2500. F. E. Blackwell. 2c up, Acc.

Dream World, 1926 Broadway, New York. (M-25) First-person short-stories 5000, serials 25,000 to 50,000, verse, of love and romance. Helen J. Day. 2c, verse 50c line, Acc.

Elks Magazine, 50 E. 42nd St., New York. (M-20) Articles, short-stories 5000 to 10,000, serials up to 50,000. Joseph T. Fanning. First-class rates, Acc.

Excitement, 79 7th Ave., New York. (M-25) High-speed action stories, all types. Lawrence Lee. Good rates, Acc.

Far East Adventure Stories, 158 W. 10th St., New York. (M-25) Adventure fiction laid in Orient, Philippines, South Sea Islands, etc. Wallace R. Bamber. 1 to 6c, Acc.

Far West Stories, 79 7th Ave., New York. (M-20) Western short-stories 1500 to 6000, novelettes 10,000 to 25,000; serials, installments of 12,000; short articles 300 to 2500; verse. F. E. Blackwell. 2c up, Acc.

Farmer's Wife, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse, short-stories for boys and girls. F. W. Beckman, Mng. Ed. 1c up, Acc.

Fight Stories, 220 E. 42d St., New York. (M-20) Action stories of the prize ring, short-stories 3000 to 6000, novelettes 10,000 to 14,000. J. B. Kelly, John F. Byrne, Mng. Ed. 1c up, Acc.

Film Fun 100 5th Ave., New York. (M-20) Collegiate jokes, quips, epigrams up to 300, humorous verse. Ernest V. Heyn. Short text 3c word up; verse 50c up line; jokes, quips \$1.50 up, Acc.

Five Novels Monthly, 80 Lafayette St., New York. (M-25) Western, adventure, sport, mystery, romantic novels 25,000, strong love interest. W. M. Clayton, John Burr. 2c up, Acc.

Flying Romances, 1926 Broadway, New York. (M) Aviation stories emphasizing vivid love interest. Short-stories 4000 to 8000, novelettes 15,000, serials 30,000 to 50,000. First or third person. Walter E. Colby. 2c, Acc.

Foreign Service, Memorial Bldg., Kansas City, Mo. (M) Short-stories, articles of interest to overseas men up to 2500. Illustrations. Barney Yanofsky. 2c up, Acc.

Forum and the Century, The, 441 Lexington Ave., New York. (M-40) Controversial articles, essays, "first" short-stories 2000 to 3000, serials. Henry Goldard Leach. Good rates, Acc.

Frontier Stories, 220 E. 42d St., New York. (M-20) Adventure, frontier-life short-stories, 3000 to 6000; novelettes 10,000 to 12,000, novels 18,000 to 25,000. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Gangland Stories, 25 W. 43d St., New York. (M-25) Gang and racketeer fiction. Harold Hersey. 1c, Acc.

Gangster Stories, 25 W. 43d St., New York. (M-25) Crime short-stories, detective novelettes and serials. Harold Hersey. About 1c, Acc.

Gang World, 220 E. 42nd St., New York. (M) Underworld, crime short-stories 5000 to 10,000, feature articles, novelettes up to 15,000. Harry Steeger, H. S. Goldsmith. 1c up, Acc.

Ghost Stories, 25 W. 43d St., New York. (M-25) Articles, short-stories, serials, dealing with occult and supernatural. Harold Hersey. 1c up, Acc.

Goblin, 1070 Bleury St., Montreal, Canada. (M-25) Light informative topical articles, Canadian interest, 1500 to 2000, short-stories 2000 to 3000, light verse. Joseph E. McDougal. 1 to 3c, Acc.

Golden West, The, 25 W. 43d St., New York. (M-20) Western short-stories 3500 to 5000, novelettes up to 15,000, serials 25,000 to 30,000. J. Thomas Wood. up to 2c, Acc.

Good Housekeeping, 56th St. and 8th Ave., New York. (M-25) Articles on women's and household interests; short-stories, serials, verse. W. F. Bigelow. First-class rates, Acc.

Harper's Bazar, 56th St. and 8th Ave., New York. (M-50) Society and women's interests, short-stories, serials. Charles Hanson Towne. Good rates, Acc.

Harper's Magazine, 49 E. 33d St., New York. (M-40) Human interest articles, essays, short-stories 4000 to 7000, serials up to 60,000, verse, high literary standard. Thomas B. Wells. First-class rates, Acc.

High Spot Magazine, 79 7th Ave., New York. (M) Adventure short-stories, various types, novelettes 20,000 to 30,000. Edmund C. Richards. Good rates, Acc.

Holiday, Chrysler Bldg., New York. (M-10) Human-interest travel articles up to 1500. 3 to 7c, Acc.

Holland's, The Magazine of the South, Main and Race Sts., Dallas, Texas. (M-10) Articles of interest to South 2000 to 7000, short-stories 3000 up, serials 80,000; verse, children's stories. Martha Stipe. 1½c up, verse 50c line, photos \$2.50 up, Acc.

Home Magazine, The, Woolworth Bldg., New York. (M-10) Short-stories, articles of home interest, Myriam Sieve. 2c, Acc.

Household Magazine, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories under 1000, also 2500 to 5000, serials 30,000 to 40,000, verse usually under 20 lines, hints. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.

"I Confess," 100 5th Ave., New York. (M-15) Emotional, confessional, first-person short-stories 2500 to 5000, serials 10,000 to 30,000. Elizabeth Sharp. 1 to 2c, Acc.

Illustrated Detective Magazine, Woolworth Bldg., New York. (M-10) Detective novels 60,000 up; short crime stories with photos. Kenneth Hutchinson. 2c, Acc.

Illustrated Love Magazine, Woolworth Bldg., New York. (M-10) Love novels 60,000 up; short articles, love interest. Kenneth Hutchinson. 2c, Acc.

Ladies' Home Journal, Independence Sq., Philadelphia. (M-10) Articles usually arranged for. Short-stories 2000 up, serials up to 70,000; verse. Loring A. Schuler. First-class rates, Acc.

Lariat Story Magazine, The, 220 E. 42d St., New York. (M-20) Cowboy short-stories 4000 to 6000, novels 25,000, serials 40,000 to 60,000, verse. J. B. Kelly. 1c up, Acc.

Liberty, 247 Park Ave., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal 1000 to 5000, timely human-interest articles. Sheppard Butler. First-class rates, Acc. Short-stories under 1000, \$100 each.

Life, 598 Madison Ave., New York. (W-10) Humor in verse, skits, epigrams, sketches. Norman Anthony. First-class rates, jokes up to \$5, Acc.

Love Romances, 220 E. 42d St., New York. (M-20) Strongly plotted, human love stories 3000 to 6000, novelettes 10,000 to 12,000, novels 20,000, serials, 40,000 to 60,000, verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Love Story Magazine, 79 7th Ave., New York. (W-15) Thoroughly modern love short-stories 2500 to 6000, novelettes 10,000, 2 to 6-part serials, installments of 12,000, verse up to 16 lines. Miss Daisy Bacon. 1c up, Acc.

MacLean's Magazine, 143 University Ave., Toronto, Ont., Canada. (2-M-10) Articles on Canadian subjects, short-stories up to 5000, serials 30,000 to 65,000. H. Napier Moore. 1c up, Acc.

Marriage Stories, 100 5th Ave., New York. (M-20) Short-stories of present-day marriage problems, middle-class characters, 2500 to 7500, serials 15,000 to 30,000. Elizabeth Sharp. 1 to 2c, Acc.

- Master Detective, The**, 1926 Broadway, New York. (M-25) True detective and crime stories, outstanding cases, illustrated by photos, with official by-line. Alan Hynd. 2c, extra for photos, Acc.
- McCall's Magazine**, 236 W. 37th St., New York. (M-10) General and household interests; provocative articles 1500 to 3000, short-stories 2500 to 6000, serials. Otis L. Wiese. First-class rates, Acc.
- Mentor-World Traveler, The**, 247 Park Ave., New York. (M-25) Historical, art, science, literature, travel articles 1000 to 5000. George R. Martin. Good rates, Acc.
- Modern Priscilla**, 470 Atlantic Ave., Boston. (M-20) Needlework, homecraft, housekeeping articles; one short-story and one poem per month. Stella M. Bradford. Good rates, Acc.
- Mystic Magazine**, Robbinsdale, Minn. (M-25) Popular, spectacular articles on occult subjects; photos. W. H. Fawcett; Maitland Scott, Asst. Ed. Good rates, Acc.
- National Geographic Magazine**, 1156 16th St., N. W., Washington, D. C. (M-50) Authoritative travel articles, illustrated. Gilbert Grosvenor. First-class rates, Acc.
- Navy Stories**, 100 5th Ave., New York. (Bi-M-20) Action stories of the navy at war, work, and play. Complete novels 25,000, novelettes 12,000 to 15,000, shorts up to 6000. Richard A. Martinson, executive Ed. 1c up, Acc.
- New Yorker, The**, 25 W. 45th St., New York. (W-15) Humorous, satirical articles, sketches up to 2000; clever verse, fillers. Good rates, Acc.
- New York Magazine Programs**, 108 Wooster St., New York. (W) Short-stories 800 to 1000. Verse, fillers, jokes. Barbara Blake. 5c, Acc. (Overstocked.)
- North-West Stories**, 220 E. 42d St., New York. (M-20) Snow country, rangeland fast-moving action short-stories up to 6000, novelettes 20,000 to 25,000, serials 40,000 to 50,000. Sympathetic element required; verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.
- Outlaws of the West**, 25 W. 43d St., New York. (M-25) Western fiction, all lengths. Harold Hersey. 1c, Acc.
- Outlook**, 120 E. 16th St., New York. (W-15) Comment, reviews, timely articles, short-stories up to 3000, verse. Francis R. Bellamy. 1½c up, verse, \$10 to \$25, Acc.
- Parent's Magazine, The**, 255 4th Ave., New York. (M-25) Health, child psychology, education articles 1000 to 3000, short-stories, verse, jokes. No juvenile material. Clara Savage Littledale. 1c, Acc. Shortcuts in child raising 300, \$1 each.
- Pennac News, The**, Rittenhouse Squ., Philadelphia. (M-25) Sports, outdoor articles, storyettes, humor 1000 to 1500. Francis M. Stiffer. 1½c up, photos \$1 up, Acc.
- People's Popular Monthly**, 801 2d St., Des Moines, Iowa. (M-5) Love, rural, Western, woman-appeal short-stories 500, novelettes 10,000, serials 60,000 to 80,000, articles 500. Ruth Elaine Wilson. 4c, Acc.
- Pep Stories**, 305 E. 46th St., New York. (M-25) Light, snappy, peppy, humorous short-stories, surprise endings, 2500 to 3000; 3-part stories, installments of 3000. Natalie Messenger. 1c, Acc.
- Pictorial Review**, 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. Arthur T. Vance. First-class rates, Acc.
- Plain Talk**, 381 4th Ave., New York. (M-35) Comment, reviews, articles, essays, verse, short-stories, sketches, attacks on fallacies, consorship, drastic legislation. Walter Liggett. 1c up, Acc.
- Popular Biography**, 49 W. 45th St., New York. (M-25) Lives of interesting characters up to 5000; contemporary vignettes 1000 to 1500. Wm. H. Kofoed. Good rates, Acc.
- Popular Magazine**, 79 7th Ave., New York. (2M-20) Romantic adventure, mystery, humor, business, Western short-stories 5000 to 9000, novelettes 40,000, serials 70,000 up; masculine appeal. Richard Merrifield, Philip Conroy. Good rates, Acc.
- Quick Trigger Stories of the West**, 25 W. 43d St., New York. (M-25) Western fiction, all lengths. Harold Hersey. About 1c, Acc.
- Racketeer Stories**, 25 W. 43d St., New York. (M-25) Gangland and racket fiction, all lengths. Harold Hersey. About 1c, Acc.
- Rangeland Love Stories**, 80 Lafayette St., New York. (M-20) Western love short-stories 4000 to 9000, novelettes 30,000 to 35,000, serials 50,000 to 60,000. Verse, Western fact items, fillers 10 to 500. W. M. Clayton; Miss Fanny Ellsworth. 2c up, verse 25c line, Acc.
- Ranch Romances**, 80 Lafayette St., New York. (2-M-20) Western love short-stories 3000 to 7000, novelettes 30,000 to 35,000, serials 40,000 to 60,000, verse, fact items. Miss Fanny Ellsworth. 2c up, verse 25c, Acc.
- Railroad Man's Magazine**, 280 Broadway, New York. (M) Railroad short-stories 3000 to 8000, novelettes 10,000, serials 50,000 up. Railroad articles 2000 to 3000; verse, miscellany, photos. Wm. Edward Hayes. 1½c, Acc.
- Real Love Magazine**, 79 7th Ave., New York. (2M-20) Confession type first-person love stories. Daisy Bacon. Good rates, Acc.
- Real Detective Tales**, 1050 N. LaSalle St., Chicago. (M-25) Mystery, crime and detective short-stories 1000 to 7000, novelettes 10,000 to 15,000, serials 18,000 to 25,000; detective, police, crime articles with photos 1000 to 6000. Edwin Baird. 1 to 2c, Acc.
- Redbook**, 230 Park Ave., New York. (M-25) Short-stories, serials, feature articles. Edwin Balmer; Donald Kennicott, associate. First-class rates, Acc.
- Review of Reviews**, 55 5th Ave., New York. (M-35) Articles on politics, economics, national and social problems, travel; short summaries of foreign articles. Albert Shaw. 2c up, Acc.
- Rotarian, The**, 211 W. Wacker Drive, Chicago. (M-25) Comment, human-interest articles, essays, short-stories 1500 to 1800, verse. Emerson Gause. First-class rates, Acc.
- Saturday Evening Post, The**, Independence Sq., Philadelphia. (W-5) Articles on timely topics 4000 to 5000, short-stories 5000 to 9000, serials up to 90,000, humorous verse, skits, material for "Getting On in the World" and "Outdoor" departments 1000. Geo. Horace Lorimer. First-class rates, Acc.
- Scotland Yard**, 100 Fifth Avenue, New York. (M-20) True detective, mystery stories international locale, told under official by-line; short-stories up to 8000, novelettes up to 15,000, serials up to 30,000. True crime articles, interviews 6000. C. W. Mowre. 1½c up, Acc.
- Scribner's Magazine**, 597 5th Ave., New York. (M-35) Articles, essays, short-stories, serials, verse; high literary standard. Robert Bridges. Good rates, Acc.
- Short Stories**, Garden City, New York. (2M-25) Outdoor, Western, Northern, gangster, Oriental, lumber, industrial, railroad, sea short-stories 1500 to 8000, novelettes 15,000 to 35,000, serials 35,000 to 75,000, outdoor fillers 50 to 500. Roy de S. Horn; Frederick Clayton, Associate. 2c up, verse 25c line; fillers 1c, Acc.
- Sky Riders**, 100 5th Ave., New York. (M-20) Western front war flying short-stories 3000 to 10,000, novelettes 12,000 to 25,000. 1½c up, Acc.
- Smokehouse Monthly**, Robbinsdale, Minn. (M-25) Jokes, wisecracks, cartoon suggestions, epigrams, ballads. W. H. Fawcett; A. F. Lockhart, associate. Jokes \$3, verse 25c line, Acc.
- Snappy Magazine**, 28 W. 44th St., New York. (M) Short snappy stories 1000 to 2500. Alexander Samalman. 1c, Acc.
- Spicy Stories**, 305 E. 46th St., New York. (M) Sexy short-stories 2000 to 3000, 3-part serials 3000 each installment, peppy verse 3 stanzas. Natalie Messenger. 1c, verse 25c line, Acc.
- Sport Story Magazine**, 79 7th Ave., New York. (2M-15) Competitive sport short-stories 6000, novelettes up to 10,000. Lawrence Lee. Good rates, Acc.
- Spur, The**, 425 5th Ave., New York. (2M-50) Sport, travel, art miscellany, personalities, humor, verse, class subjects. H. S. Adams. Good rates, Acc.
- Startling Detective Adventures**, Robbinsdale, Minn. (M) True detective stories, solved cases dealing with unusual crimes, shorts up to 6000, 2-part stories 10,000. Roscoe Fawcett, Jack Smalley, 2c, photos \$5, Acc.
- Submarine Stories**, 100 5th Ave., New York. (2M-20) Submarine short-stories 3000 to 6000, novelettes 12,000 to 25,000. Geo. T. Delacorte, Jr. 1c up, Acc.
- Sweetheart Stories**, 100 5th Ave., New York. (2M-15) Love short-stories 3000 to 6000, novelettes 10,000, serials 35,000 to 50,000, verse 4 to 16 lines. Dorothy Grinnell. 1c to 2c, Acc.
- Thinker, The**, 49 W. 45th St., New York. (M-25) Authoritative articles on modern thought-trends. Prefers query. Wm. H. Kofoed. Good rates, Acc.
- Top-Notch Magazine**, 79 7th Ave., New York. (2M-15) Adventure, Western, sport, mystery, humorous short-stories up to 8000, novelettes 10,000 to 15,000, novels 20,000 to 25,000, serials up to 70,000; verse up to 32 lines. John I. Laurence. 1c up, verse 25c line, Acc.
- Triple-X-Western**, Robbinsdale, Minn. (M-25) Western short-stories up to 8000, novelettes 15,000 to 20,000, serials with thread of romance 45,000 to 60,000. Roscoe Fawcett, Jack Smalley. 1½c, Acc.
- True Confessions**, Robbinsdale, Minn. (M-25) First-person, confessional short-stories up to 5000, serials up to 15,000; articles on sex and social problems. Roscoe Fawcett. 2c, verse 25c line, Acc.
- True Detective Mysteries**, 1926 Broadway, New York. (M-25) True fact detective and crime stories 2000 to 11,000, with actual photos, preferably under by-line of detective or police official. John Shuttleworth. 2c, Acc.
- True Experiences**, 1926 Broadway, New York. (M-25) First-person love, romantic short-stories 5000, serials 25,000 to 50,000. Eleanor Minne. 2c, Acc.

True Romances, 1926 Broadway, New York. (M-25) First-person short-stories 1000 to 8000 based on truth; true-story serials 30,000 to 60,000. Lyon Mearson. 2c, Acc.

True Story Magazine, 1926 Broadway, New York. (M-25) True, confessional, first-person short-stories 5000, serials 25,000 to 50,000, jokes. L. M. Hainer, 2c, jokes, \$2 up, Acc.

Two-Gun Western Stories, 537 S. Dearborn St., Chicago. (M-25) Western short-stories up to 10,000. Samuel Bierman. 1c, Acc.

Vanity Fair, Lexington at 43d, New York. (M-35) Sophisticated articles, essays on modern life, 1800. F. W. Crowninshield. \$90 up, Acc.

Vogue, Lexington at 43d, New York. (2M-35) Limited market for articles on smart women's interests. Edna W. Chase. 1c up, Acc.

War Aces, 100 5th Ave., New York. (M-20) Air-war action short-stories up to 7000, novelettes up to 15,000, serials up to 30,000. Fact items up to 300. C. W. Mowre. 2c up, Acc.

War Birds, 100 5th Ave., New York. (M-20) Western front war flying short-stories 3000 to 10,000, novelettes 12,000 to 25,000. Fact items up to 300. Geo. T. Delacorte, Jr. 2c, Acc.

War Novels, 100 5th Ave., New York. (M-20) Western front war short-stories up to 6000, novelettes up to 15,000, novels up to 30,000. Geo. T. Delacorte, Jr.; Richard A. Martinsen, executive Ed. 1½c up, Acc.

War Stories, 100 5th Ave., New York. (M-20) War (all fronts) short-stories 3000 to 6000, novelettes 10,000 to 15,000, complete novels 25,000 to 35,000. Woman interest subordinate, but permissible. Richard A. Martinsen, executive Ed. 1c up, Acc.

West, Garden City, New York. (2M-20) Western and Northwestern "he-man" stories 2000 to 12,000, novelettes 12,000 to 40,000, serials 45,000 to 65,000, fact articles up to 700. Western jokes, verse up to 20 lines. Roy de S. Horn. 2c up, verse 25c line, jokes \$2.50, Acc.

Western Rangers, 220 E. 42nd St., New York. (M) Western character and action short-stories 5000 to 10,000, novelettes up to 15,000. Harry Steeger, H. S. Goldsmith. 1c up, Acc.

Western Romances, 100 5th Ave., New York. (M-20) Western short-stories, motivated by romance, up to 7000, novelettes up to 15,000, verse. Carson W. Mowrie. 1½c up, Acc.

Western Story Magazine, 79 7th Ave., New York. (W-15) Western short-stories up to 5000, novelettes up to 25,000, serials 12,000-word installments; short articles on Old West up to 2500; verse. F. E. Blackwell; D. C. Hubbard, associate. 2c up, Acc.

Whiz Bang, Robbinsdale, Minn. (M-25) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. W. H. Fawcett; A. F. Lockhart, associate. \$3 for jokes, verse 25c line, Acc.

Wild West Stories and Complete Novel Magazine, 381 4th Ave., New York. (M-25) Western novels 60,000 to 70,000, short-stories up to 5000. H. A. Keller. 1c, Acc.

Wild West Weekly, 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000; youthful but not juvenile. Ronald Oliphant. Good rates, Acc.

Wings, 271 Madison Ave., New York. (M-20) Aviation short-stories 4000 to 6000, novelettes 10,000 to 12,000, serials 40,000 to 60,000; complete novels up to 25,000. J. B. Kelly. 1c up, Acc.

Woman's Home Companion, 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

Woman's World, 4223 W. Lake St., Chicago. (M-15) Articles on woman's interests 2000 to 4000; adventure, mystery, romantic short-stories 2500 to 5500, serials 40,000 to 50,000, short verse, jokes. Walter W. Manning. Good rates, Acc.

World's Work, Garden City, New York. (M-35) Authoritative articles on world events up to 4000, short items of general information, national subjects. Russell Doubleday. Good rates, Acc.

Wow, 305 E. 46th St., New York. (M) Spicy short-stories 2000 to 3000, 3-part serials 3000 words each part. Natalie Messenger. 1c, Acc.

Young's Magazine, 1071 6th Ave., New York. (M-20) Sex short-stories, novelettes, 2000 to 18,000. Cashel Pomeroy. 1c, Acc.

LIST B

General periodicals which ordinarily pay less than 1 cent a word, or pay on publication, or which are chronically overstocked, or which offer a very limited market, or concerning which no definite information has been obtainable.

Air Wonder Stories, 96 Park Place, New York. (M) Scientific aviation fiction of the future; short-stories 5000 to 10,000; serials up to 90,000. H. Gernsback. ¼c to ½c, Acc.

Amazing Detective Tales, 96 Park Place, New York. (M) Detective short-stories 2500 to 10,000, involving scientific or pseudo-scientific devices. H. Gernsback; H. E. Grey, Mng. Ed. ¼ to 1c, Pub.

Amazing Stories, 381 4th Ave., New York. (M-25) (also **Amazing Stories Quarterly**) Short-stories based on science with thread of romance 5000 to 20,000 words, novelettes 20,000 to 50,000. Scientific verse up to 40 lines. Miriam Bourne. ½c up, verse 25c line, Acc.

American Caravan, The, 257 4th Ave., New York. (Annual) Literary material, all types, high standard. Alfred Kreyborg, Lewis Mumford, Paul Rosenfeld. Royalties.

American Cookery, 221 Columbus Ave., Boston 17. (M) Short articles on domestic science, illustrated articles 2500, for housekeepers; short-stories. Ind., Acc.

American Hebrew, 71 W. 47th St., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, dramatic storyettes 750 to 1000, occasional novelettes, serials. Isaac Landman; Elias Lieberman, literary Ed. ½c up, photos \$1 up, Pub.

American Legion Monthly, 521 5th Ave., New York. (M-25), closed market, J. T. Winterich.

American Monthly and Germanic Review, The, 93 5th Ave., New York. (M-25) Articles on international policies 2000 to 4000. D. Maier. Ind.

American Poetry Magazine, 358 Western Ave., Wauwatosa, Wis. (M-35) Verse 24 to 40 lines. Clara Catherine Prince. Low rates, Pub.

American Weekly, The, 9 E. 40th St., New York. (W) Hearst newspaper feature section. Topical feature articles, illustrated. Serials usually by contract. Morrill Goddard. Ind., Acc.

Atlantica, 33 W. 70th St., New York. (M-35) Articles of interest to Italians in American scene, photos, short-stories up to 3000. Dr. F. Cassola. ½c up, Acc.

Aviation Stories, 1841 Broadway, New York. (M-20) Aviation fiction. T. G. Burten. (Many accounts reported unpaid.)

Babyhood, Marion, Ind. (M) Articles 1000 to 2000, simple short-stories for tiny tots, short juvenile poems. C. F. Shock. Ind., Pub.

Best Detective Magazine, 79 7th Ave., New York. (M) Not at present in the market. F. E. Blackwell.

B'nai B'rith, 40 Electric Bldg., Cincinnati, Ohio. Jewish articles, essays, short-stories up to 3000; interviews. Alfred M. Cohen. 1c up, Pub.

Bookman, The, 386 4th Ave., New York. (M-50) General and literary articles, essays, 1000 to 3500, distinctive short-stories 1000 to 5000. Seward Collins. Good rates, Acc. (Overstocked.)

Borzart & Contemporary Verse, Box 67, Sta. E, Atlanta, Ga. (Bi-M-40) High-class poetry. Ernest Hartsock. Payment only in prizes.

Broadway Nights, 305 E. 46th St., New York. (M) Spicy short-stories 2000 to 3000, 3-part serials, 3000-word installments. Natalie Messenger. ¾c, Acc.

Canadian Magazine, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Acc.

Chatelaine, The, 143 University Ave., Toronto, Ont., Canada. (M-10) Articles of Canadian woman interest up to 2000, short-stories 3500, 2 to 4-part serials. Byrne Hope Sanders. Ind., Acc.

Chicagoan, The, 407 S. Dearborn St., Chicago. (2M-15) Articles of interest to sophisticated Chicagoans up to 1000. Martin J. Quigley. Good rates, Pub.

Chicago Daily News, The, 400 W. Madison St., Chicago. (D-3) storyettes with woman interest 800, also 1500, articles of women interest up to 1500, humorous verses, jokes, epigrams. James A. Sanaker, feature Ed. 1c up, Pub.

Christian Science Monitor, Boston. (D-5) Sketches, essays, articles, verse, miscellany. Juvenile fiction, articles. About 50c inch, verse 35c to 50c line, Pub.

Circus Scrap Book, The, 41 Woodlawn Ave., Jersey City, N. J. (Q-35) Circus history, lives of circus performers, scrap books, clippings, news items, photos dealing with the circus prior to 1900. P. P. Pitzer. ¼c up.

Club Fellow and Washington Mirror, 331 Madison Ave., New York. (W-25) Social articles, short-stories, novelettes, jokes, satirical articles, anecdotes. J. C. Schemm. Ind.

Current History Magazine, 1708 Times Bldg., New York. (M-25) Non-partisan, historical articles 1500 to 3500. George W. Ochs Oakes. 1 to 10c, Acc. and Pub.

Debunker, The, Girard, Kans. (M-20) "Debunking" articles up to 3000. E. Haldeman-Julius. Low rates, Acc.

Detective-Dragnet, 67 W. 44th St., N. Y. (M-20) Detective crook short-stories 2000 to 8000, novelettes up to 20,000. A. A. Wyn. 1 to 2c, Pub.

Everyday Life, 337 W. Madison Ave., Chicago. (M) Love mystery, humorous short-stories 1500 to 2500. A. E. Swett. Up to 1/2c, Acc. or Pub.

Family Herald and Weekly Star, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordon-Smith. \$4 column, Pub.

Flying Aces, 67 W. 44th St., New York. (M-20) Air and air-war short-stories 3000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Follies, 1841 Broadway, New York. (M) Risque short-stories. J. G. Burton. Fair rates, Pub. (Many accounts reported unpaid.)

Gentlewoman, 615 W. 43d St., New York. (M-5) Love and action short-stories small-town home-woman appeal, up to 3000. Marion White. 1/2c, Pub.

Ginger Stories, 305 E. 46th St., New York. (M) Spicy short-stories 2000 to 3000; 3-part serials, 3000-word installments. Natalie Messenger. 3/4c, Acc.

Golden Book, The, 55 5th Ave., New York. (M-25) Principally reprints, some translations, original short-stories. F. Field. Good rates, Acc.

Good Stories, Augusta, Maine. (M-5) Short-stories, G. M. Lord. Low rates, Pub.

Grit, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1500 to 5000; serials 60,000 to 80,000; articles, with art, 150 to 2000; household articles, short illustrated stories for women's and children's pages. Howard R. Davis. \$3.50 to \$10 per short-story, articles \$1.50 to \$20, photos \$1 to \$2, Acc.

Home Circle Magazine, 327 E. Caldwell St., Louisville, Ky. (M-5) Clean romantic short-stories, articles 3500 to 5000. John H. Sutcliffe. 1/4c up, Pub.

Home Digest, 7310 Woodward Ave., Detroit. (Bi-M-10) Home, domestic and outdoor articles, features about famous people, 1000; meatless recipes, household hints. Short-stories 800 to 1000; verse. M. Allen Neff. 2c, verse \$5, photos \$2 to \$5, Pub.

Home Friend Magazine, 1411 Wyandotte St., Kansas City. (M-5) Romantic short-stories 5000, jokes, verse. E. A. Weishaar. 1/4c to 1c, verse 15c line, jokes 25c to \$1, photos \$1.50 to \$3, Acc.

Household Guest, 323 S. Peoria St., Chicago. (M-5) Household articles on home interests, short-stories (usually reprints), departments. Mary H. McGovern. Low rates, Pub.

Household Journal, Batavia, Ill. (M-5) Household articles, short-stories. \$5 a story, Pub.

Houston Gargoyle, The, 1411 Walker St., Houston, Texas. (W-15) Sophisticated articles, timely essays, skits, occasional short-stories, smart verse. Allen V. Peden. 1 1/2c, verse 2c, Pub.

Illustrated Home Sewing Magazine, 55 W. 42d St., New York. (M-10) Illustrated needlework articles. Reprint rights. Ruth W. Spears. Ind., Acc.

Jewish Tribune, The, 570 7th Ave., New York. (W-15) Articles of Jewish interest, personality stories, 1500 to 2000, short-stories 2000 to 2500, verse up to 25 lines, photos. David N. Mosessohn. 1/4c to 3/4c, Pub.

Judge, 18 E. 48th St., New York. (W-15) Jokes, epigrams, humorous short-stories, articles up to 300, verse, drawings. Jack Shuttleworth. 5 to 6c, jokes and paragraphs \$3 to \$5, drawings \$10 to \$75, cartoon and humorous ideas \$5 to \$15, Pub.

Kaleidoscope, The, a national magazine of poetry, 702 N. Vernon St., Dallas, Tex. (M-15) Verse, book notices. Whitney Montgomery, Vaida Montgomery. Prizes.

La Boheme, 1841 Broadway, New York. (M) Risque short-stories. J. G. Burton. (Many accounts reported unpaid.)

La Patee Stories, 120 W. 42d St., New York. (M) Short-stories, French background, 1500 to 3000; love lyrics, sonnets, short skits. Merle W. Hersey. 1c, verse 25c line, Pub. (Slow.)

Living Age, The, 253 Broadway, New York. (2M-25) Translations and reprints only. Quincy Howe.

Mayfair, 143 University Ave., Toronto, Ont. (M-25) Society, fashion, sport articles, Canadian interest. J. Hubert Hodgins. 1c, Pub.

Menorah Journal, The, 63 Fifth Ave., New York. (M-50) Jewish short-stories, one-act plays, essays. Henry Hurwitz. 2c up, Pub.

Modern Love Magazine, The, 100 5th Ave., New York. (M-10) Love fiction. Inc.

Mother's Home Life, 315 S. Peoria St., Chicago. (M-10) Short-stories 2000, household articles 1000, miscellany. Mary H. McGovern. 1/4c up, Acc.

Mothers' Journal, The, 4 W. 51st St., New York. (M-15) Helpful articles on child care, not medical, up to 2500, short humorous poems, not juvenile. Ind., Pub.

Mystic World, 527 S. Clark St., Chicago. (M-25) Mystical, occult fact and fiction. Ross K. New. Inc.

Nation, The, 20 Vesey St., New York. (M-15) Reviews, comment, news features 1800, verse. Oswald G. Villard. 1c up, Pub.

National Magazine, 952 Dorchester Ave., Boston. (M-25) Personality sketches, reviews, short-stories. Limited market. Joe Mitchell Chapple. Ind., Pub.

New Republic, The, 421 W. 21st St., New York. (W-15) Articles on current social, political, economic questions 2000, exceptional verse. Herbert Croly. 2c, Pub.

Nomad, The, 150 Lafayette St., New York. (M-35) Illustrated travel articles 2000, lively and humorous. Thos. Brodix. \$25 to \$75 per article, Pub.

North American Review, 9 E. 37th St., New York. (M-40) Clever, authoritative informative articles 2500, understereotyped short-stories, occasional verse. K. W. Payne. Ind., Pub. Humor not paid for.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult fact and fiction. Efa E. Danelson. No payment.

Opportunity, A Journal of Negro Life, 17 Madison Ave., New York. (M) Short-stories, scientific, sociological articles, poetry, negro life and problems. Elmer Anderson Carter. No payment.

Oriental Stories, 840 N. Michigan Ave., Chicago. (M-25) Adventure, mystery, historical fiction, Asiatic, Near East and Oriental locale; short-stories, novelettes up to 18,000. Farnsworth Wright. 1c, Pub.

Our Dumb Animals, 180 Longwood Ave., Boston. (M-10) Short-stories, animal welfare articles up to 800, verse up to 24 lines, miscellany. Guy Richardson. 1/4c up, verse \$1, \$2 up, Acc.

Overland Monthly, Phelen Bldg., San Francisco. Articles of Western interest, short-stories, verse. No payment.

Paris Nights, 1008 W. York St., Philadelphia. (M-25) Gay short-stories, Parisian background, 1500 to 3000, articles about gay side of Paris, verse up to 16 lines, jokes. Pierre Dumont. 1/4c, verse 15c line, jokes 50c; paragraphs 35c, Pub.

Playgoer, 134 N. LaSalle St., Chicago. (W-5) Short-stories 750 to 1000, theatre articles 150 to 250, occasional verse, news items. Esther Bennehoff. 1c up, Pub.

Poet, The, 22 E. 12th St., Cincinnati, O. (M) Short poems. Fair rates, Acc.

Poetry: A Magazine of Verse, 232 E. Erie St., Chicago. (M-25) High-class verse up to 200 lines. Harriet Monroe. \$6 page of 28 lines, Pub. (Overstocked.)

Poetry Journal, 192 N. Clark St., Chicago. (M) Poetry, all types, articles on poetry and poets up to 2000, wood cuts, etchings. Up to \$25 per contribution, Pub.

Prize Air Pilot Stories, 1133 Broadway, New York. (M) Fast action air stories, all lengths. Up to 1c, Pub.

Prize Detective Magazine, 1133 Broadway, New York. (M) Gangster, racketeer, detective fiction, true fact detective articles. Jos. M. Mann. Up to 1c, Pub.

Psychology, 101 W. 31st St., New York. (M-25) Applied psychology, inspirational, success articles up to 3000, short stories, verse. 1c, Pub.

Puzzler (also **Rally**, **Fair Play**, **Declaration**), M. P. Gould Co., 454 4th Ave., New York. (M) Mystery, clean love, inspirational short-stories, 750 to 1000; serials 2000 to 3000. W. E. Meadwell. 1 to 2c, Acc. or Pub.

Real Story Book, 305 E. 46th St., New York. (M-25) Sexy, supposedly serious short-stories 2500 to 3000; 3-part stories 3000 each part. 3/4c, Acc.

Saturday Review of Literature, 25 W. 45th St., New York. (W-10) Book reviews, literary essays, verse. Limited market. Henry Seidel Canby. 1c up, \$10 up for poems, Pub.

Screen Book, The, 225 Varick St., New York. (M) Novelized screen plays, staff written. B. A. MacKinnon.

Science Wonder Stories, 96 Park Place, New York. (M) Scientific and pseudo-scientific short-stories, serials. H. Gernsback. 1/4 to 1/2c, Pub.

Sky Birds, 67 W. 44th St., New York. (M-20) Air and air-war short-stories 3000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Stars and Stripes, The, Washington, D. C. (M) Articles on soldiers' interests. Generally overstocked.

St. Louis Town Topics, Planters Bldg., St. Louis, Mo. (M-25) Sophisticated short-stories 1500 to 2500, articles on homes and gardens 1000 to 2000, humorous fillers 500 to 1000, jokes, poems. J. G. Hartwig. 1c, \$5 prize for poems, jokes 50c, Pub.

Survey Graphic, The, 112 E. 19th St., New York. (2M-25) Practically all staff-written. P. U. Kellogg. \$10 page, Pub.

10 Story Book, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub.

Texas Pioneer, 207 Gunter Bldg., San Antonio, Tex. (M-20) Articles on the Southwest up to 2500, Southwest short-stories, Brete Harte style, about 2500. D. J. Wooding. \$2.50 to \$15 per contribution, Pub. Verse, no payment.

Town Topics, 2 W. 45th St., New York. (W-25) Short-stories not over 1500, verse up to 24 lines, jokes, miscellany of social flavor. A. R. Keller. 1c up, Pub.

Travel, 7 W. 16th St., New York. (M-35) Illustrated, interpretative travel articles, 1500 to 5000. Coburn Gilman. 1c, \$1 per photo, Pub.

Underworld Detective Mysteries, 25 W. 43d St., New York. (M-20) Racketeering, gangster short-stories 3500 to 5000, novelettes up to 15,000, serials 25,000 to 30,000. J. Thomas Wood. 1/2 to 2c, Acc.

U. S. Air Services, 227 Transportation Bldg., Washington, D. C. (M-30) Technical, human-interest aviation articles up to 3500, short-stories, verse. E. N. Findley. 1c, Pub.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

American Farming, 537 S. Dearborn St., Chicago. (M-5) Practical farm and farm home articles 250, human-interest short-stories with farm-life angle 900, serials 6000, farm and seasonal verse, farm ideas, home hints. Estes P. Taylor. Up to 1c, Pub.

Breeders' Gazette, 1 Dexter Park Ave., Chicago. (M-10) Livestock articles. S. R. Guard. 1c, photos \$2, Pub.

Bureau Farmer, The, 58 E. Washington St., Chicago. (M-5) Illustrated articles on economic and social phases of agriculture 1800 to 2500; short-stories, agricultural setting, 1800. H. R. Kibler. 1c to 4c, photos \$1 to \$3, Acc.

Canadian Countryman, 178 Richmond St., W., Toronto. Agricultural articles, short-stories. 1/2c, Pub.

Capper Farm Press, 8th and Jackson Sts., Topeka, Kan. (W. and M.) Agricultural articles; home page miscellany. 1/2c to 1c, Acc.

Country Gentleman, The, Independence Sq., Philadelphia. (M-5) Articles of interest to farmers and farm women, short-stories, serials, humorous sketches, jokes, household articles. Miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.

Dairy Tribune, Mt. Morris, Ill. (M-25) Farm dairy, agricultural articles 800, also 150 to 250. K. W. Cash. Ind., Acc.

Farm and Ranch, Dallas, Tex. (W-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. 3/4c to 1c up, Acc.

Farmer, 57 E. 10th St., St. Paul, Minn. (W) Agricultural articles with photos, relating to Northwestern conditions, short-stories and serials of farm atmosphere, miscellany for boys and girls, household, etc., Ind.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles 300 to 600 with photos, short-stories 3000 to 4500, novelettes. Arthur H. Jenkins. First-class rates, Acc.

Hatchery Tribune, Mt. Morris, Ill. Hatchery success stories 500, jokes. O. A. Hanke, 1/2c, Acc.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Dairying interests. W. D. Hoard. Low rates, Pub.

Iowa Farmer and Corn Belt Farmer, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Ind., Pub.

Michigan Farmer, Detroit, Mich. (W) Articles 1000 to 2000 on successful farming; occasional serials, short-stories. Milton Grinnell. 1/2c, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Ind., Pub. Cover photos, \$5 to \$10.

Poultry Tribune, Mt. Morris, Ill. (M-15) Illustrated poultry articles 1200. O. A. Hanke. 1c up, Pub.

Progressive Farmer and Southern Ruralist, Birmingham, Ala. (2-M) Farm miscellany. Inc.

Standard Poultry Journal, Pleasant Hill, Mo. (M) Illustrated poultry articles, success stories, 1500 to 2000. Limited market; send outline first. Orden C. Oechsli. Up to 1c, Pub.

Successful Farming, Des Moines, Ia. (M-5) Agricultural miscellany. Kirk Fox. 1c up, Acc.

Wallace's Farmer & Iowa Homestead, Des Moines, Ia. (W-5) Agricultural articles, serials. H. A. Wallace. 1/2c to 1c, photos \$1 to \$5, Acc. and Pub.

Weird Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 10,000, novelettes up to 15,000, serials up to 40,000, verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

Western Adventures, 80 Lafayette St., New York. (M) Reprint fiction only. W. M. Clayton.

Westerner, The, Vermont Bldg., Salt Lake City, Utah. (M-10) Modern Western short-stories 2000 to 4000, serials, historic narratives, biography, current Western problems, travel articles, photos, short verse. Thos. H. Axelson. 1/3c, Pub.

Western Home Monthly, Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. Articles, short-stories 1500 to 4000. Fair rates, Pub.

Western Trails, 67 W. 44th St., New York. (M-20) Western short-stories 2000 to 8000, novelettes up to 20,000. A. A. Wyn. 1 to 2c, Pub.

World Tomorrow, The, 52 Vanderbilt Ave., New York. (M-25) Essays, verse. Kirby Page. No payment.

World Unity, 4 E. 12th St., New York. (M-35) Philosophy, religion, ethics. Staff written. Horace Holley.

Yale Review, Yale Station, New Haven, Conn. (Q-\$1) Comment, reviews; political, literary, scientific, art articles 5000 to 6000. Wilbur Cross. Good rates, Pub.

ART, PHOTOGRAPHY

American Photography, 428 Newbury St., Boston. (M-25) Technical photography articles. F. R. Fraprie. Fair rates, Pub.

Antiques, 468 4th Ave., New York. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. 1 1/2 to 2c, Pub.

Bulletin of Photography, 153 N. 7th St., Philadelphia. (W-5) Articles of interest to professional photographers 500 to 1500. Frank V. Chambers. Ind., Acc.

Camera, The, 636 Franklin Sq., Philadelphia. (M-20) Photography articles 500 to 1500. Frank V. Chambers. Ind., Acc.

International Studio, 572 Madison Ave., New York. (M-75) Illustrated articles for art collectors, connoisseurs. H. J. Whigham. \$40 to \$75 per article, Pub. (Overstocked).

Photo-Era Magazine, Wolfeboro, N. H. (M-25) Camera craft articles, photographic prize contests. A. H. Beardsley. 1/2c up, Pub.

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

Aeronautics, 608 S. Dearborn St., Chicago. (M-25) Technical and non-technical illustrated aviation articles 1500 to 3000. W. B. Ziff. 1c, Acc.

Air Transportation, 1265 Broadway, New York. (W-20) Articles of trade interest only when ordered. News correspondents. Michael Froelich. Space rates, Pub.

Aviation, 10th Ave. at 36th St., New York. (M-20) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Acc.

Ford Dealer and Service Field, Montgomery Bldg., Milwaukee. (M-25) Ford trade articles. H. James Larkin. 1/2c to 1c, Acc.

Highway Magazine, Armco Culvert Mfgs. Assn., Middletown, O. (M) Articles on roads, construction, operation, use 800 to 1500. Anton S. Rosing. 1c, photos \$1 to \$2, Acc.

Motor Life, 3815 Armitage Ave., Chicago. (M-25) Motor-ing, vacation, roads, automobile articles 1500 to 2000. William B. Reedy. 1 1/2c, Pub.

National Aeronautic Review, Dupont Circle, Washington, D. C. (M) Non-professional aviation articles 2000, illustrations. Wm. R. Enyart. Good rates.

Popular Aviation, 608 S. Dearborn St., Chicago. (M-25) Aviation articles 2000 to 3000 showing thrills, accomplishments, experiments, inventions, etc. Fact items 100 to 800 with photos. B. George Davis. 1 to 2c, photos \$3, Acc.

Rudder, The, 9 Murray St., New York. (M-35) Practical, illustrated cruising, boating, navigation articles up to 3000; Marine fillers. Wm. F. Crosby. \$10 page, Pub.

Transportation, 412 W. 6th St., Los Angeles, Cal. (M-25) Human-interest articles on transportation, humor. Limited market. Charles Dillon. 1c up, photos 50c up, Pub.

Western Flying, 145 S. Spring St., Los Angeles. Articles on aviation, sales, service, production, or aircraft operation, 100 to 3000. R. Randall Irwin. 1c, 3/4c for news items, Pub.

Western Highways Builder, Union League Bldg., Los Angeles. (M-20) Signed articles by Western highway engineers or street officials; pictures of equipment in use on Western roads. Howard B. Rose. Good rates, Pub. (Overstocked.)

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 537 S. Dearborn St., Chicago. (W-3) News of advertising campaigns, agencies, etc. Murray E. Crain. 1c, Pub.

American Mutual Magazine, 142 Berkeley St., Boston. (M-15) Business articles 1200 to 1400, editorials 300 to 400, short verse, jokes. Carl Stone Crummett. 1c to 5c, photos \$1 to \$5, Acc.

Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

Bankers Service Bulletin, The, 536 S. Clark St., Chicago. (M) Articles on banking devices, operation. John Y. Beaty. Good rates, Pub.

Barron's, 44 Broad St., New York. (W-20) Authoritative articles on financial subjects 500 to 2500. C. W. Barron. Ind., Acc.

Business Week, The, 10th Ave., at 36th St., New York. (W-15) Has own staff. Does not encourage unsolicited material. Marc A. Rose.

Business Woman, The, 177 Jarvis St., W. Toronto, 2, Ont. (M) 1500-word articles on women's successes, business problems, short cuts, etc. 1c, Pub.

Credit Monthly, 1 Park Ave., New York. (M-25) Articles on relations between credit managers of wholesale concerns and retail customers 1000. Chester H. McCall. 1½c up, Acc.

Coast Investor & Industrial Review, 576 Sacramento St., San Francisco. (M) Investment feature articles. George P. Edwards. 1c to 2c, Pub.

Extra Money, 510 N. Dearborn St., Chicago. (M) High-grade business, adventure fiction with extra-money angle; true stories of spare-time money-making, photos. Wm. Fleming French. ½c to 5c, Acc.

Factory and Industrial Management, 520 N. Michigan Ave., Chicago. (M) Business miscellany. Inc.

Forbes Magazine, 120 5th Ave., New York. (2M-25) Facts of business evolution humanized in authorized interviews. Interpretation of economic facts and business news events, fillers 200 to 300. B. C. Forbes; J. Charles Lane, Mng. Ed. 5c, photos \$5, Pub.

Fortune, 205 E. 42d St., New York. (M-\$1) Staff written business articles.

How To Sell, Mt. Morris, Ill. (M-15) Personality articles on successful specialty salesmen, saleswomen on commission 2500; short-stories, with sales lessons or background 2500. Fact items 300 to 1500; jokes, skits, anecdotes with selling flavor. Sam Spalding. ¼ to 1c up, jokes 50c and \$1, Acc. or Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-10) Direct-to-consumer selling articles, short-stories. F. Herrmann. ½c to 1c, Pub.

Independent Woman, The, 1819 Broadway, New York. (M-15) Articles on business, professional women's problems 1200 to 1800, humorous business verse 2 or 3 stanzas. Helen Havener. \$10 to \$35, verse \$2 or \$3, Acc.

Management, 105 W. Adams St., Chicago. (M-25) Better management and equipment articles for industrial executives. H. P. Gould. 2c, Acc.

Manufacturing Industries, 40 E. 49th St., New York. (M-50) Illustrated articles on manufacturing methods, signed by executives. L. P. Alford. \$10 page, Pub.

Nation's Business, The, 1615 H St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe; J. M. Bishop, Mng. Ed. Good rates, Acc. (Overstocked.)

Opportunity, 750 N. Michigan Ave., Chicago. (M-10) Interviews with big business men with a selling angle; material to inspire, or advise, salesmen, with photos up to 3500. James R. Quirk. 1c for short material, 1½c to 2c for longer, Acc.

Postage and the Mailbag, 68 35th St., New York. (M-25) Direct-mail advertising articles. John Howie Wright. 1c, Pub.

Printer's Ink, 185 Madison Ave., New York. (W-10) (Also **Printer's Ink Monthly**-25.) Advertising and business articles. John Irving Romer; R. W. Palmer, Mng. Ed. Good rates, Pub.

Sales Management, 420 Lexington Ave., New York. (W-20) Articles on marketing, national scope, signed by executives. Buys little from outside writers. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 11 E. 36th St., New York. (M-50) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Outdoor, sign advertising articles 500 to 1500. E. Thomas Kelley. 30c to 50c per column inch, Pub.

Specialty Salesman, South Whitley, Ind. (M-25) Inspirational direct-selling articles, short-stories. Staff-written at present. George F. Peabody. 1½c up, Acc.

System, 10th Ave. at 36th St., New York. (M-25) Experience articles, profit-making ideas up to 3000, short-cut items 100 to 200. Norman C. Firth. 2c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Bi-M) Articles on industrial problems of interest to foremen, executives, 1000 to 2500, interviews 1000 to 2500. D. C. Vanderbrook. 1c up, Acc.

Western Advertising & Western Business, 564 Market St., San Francisco. (W) Articles on sales and advertising, emphasis on results, 1000 to 1800. Douglas G. McPhee. ¾c up, Pub.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, Garden City, New York. (M-10) Practical articles on house design, interior decoration, gardening, with photos, up to 1800. Reginald T. Townsend. \$50 per article, Acc.

Architect, 101 Park Ave., New York. (M-75) Architectural miscellany. George S. Chappell. \$8 Col., Pub.

Arts and Decoration, 578 Madison Ave., New York. (M-50) Illustrated home decoration, architecture, landscape gardening articles. E. F. Warner. 1 to 2c, Pub.

Better Homes and Gardens, 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Elmer T. Peterson. 2c up, photos \$1, Acc.

Canadian Homes and Gardens, 143 University Ave., Toronto, Ont., Canada. (M) Canadian home and garden articles 1500 to 2000, photos. J. H. Hodgins. 1c, Pub.

Country Home, The, 250 Park Ave., New York. (M-5) Articles on travel, sports, animals, farming, home improvement, gardening 2000 to 3000. Tom Cathcart. (Overstocked on fiction.) Articles \$100 up, Acc.

Country Homes, 312 W. Redwood St., Baltimore. (2M-35) Home decoration, architecture, building, landscape gardening. S. H. Powell, E. Canton. Ind., Pub.

Country Life, Garden City, New York. (M-50) Illustrated gardening, sport, interior decorating, nature articles 2000. R. T. Townsend. \$50 to \$75 per article, Acc.

Home & Field, 572 Madison Ave., New York. (M-35) Country estates articles. H. J. Whigham. 1c, Pub.

House and Garden, Lexington at 43d, New York. (M-35) Home decoration, landscape articles. Richardson Wright. 1c up, Acc.

House Beautiful, 8 Arlington St., Boston. (M-35) Building, furnishing and gardening articles. Ethel B. Power. 1c up, Acc.

Keith's Beautiful Homes, 100 N. 7th St., Minneapolis. (M-25) Illustrated architectural, interior decoration, landscaping articles 300 to 1500. M. L. Keith. Ind., Pub.

Save the Surface Magazine, 18 E. 41st St., New York. (M) Illustrated articles for consumers on advantages of painting, varnishing 300 to 600, verse, fillers, jokes. Helen B. Ames. 2c, photos \$2.50 to \$3, Acc.

Sunset, 1045 Sansome St., San Francisco. (M-25) Home-making, garden articles, human interest articles of Western appeal up to 1800. Miss Lou F. Richardson, Miss Genevieve A. Callahan. 1c up, Acc.

Town and Country, 572 Madison Ave., New York. (2M-50) Verse 4 to 6 lines. Limited market. H. J. Whigham. 25c line, Acc.

Your Home, 1926 Broadway, New York. (M-25) Practical illustrated articles on home ownership, building, gardens. Prefers to be queried. Harry J. Walsh. 2c, Pub.

EDUCATIONAL

Child Welfare Magazine, 5517 Germantown Ave., Germantown, Pa. (M-10) Educational articles up to 1500, verse. Mrs. Martha Sprague Mason. ½c, verse 10c line, Acc.

Grade Teacher, The, 54 Clayton St., Boston. Practical articles on elementary education. Florence Hale. Ind., Pub.

Industrial Arts and Vocational Education, 129 E. Michigan St., Milwaukee, Wis. (M-25) Articles on vocational subjects, short news items on shop courses offered. John J. Metz. ½c, photos \$2, news items ¼c, usually Acc.

Journal of Education, 6 Beacon St., Boston. (M) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

National Kindergarten Association, 8 W. 40th St., New York. Articles on home education, problems of child training, 450 to 600. Florence J. Owens. \$5 each, Acc.

Normal Instructor and Primary Plans, 514 Cutler Bldg., Rochester, New York. (M-25) Educational articles for elementary schools 1800, educational juvenile short-stories 1500, recitations, school plays. Good rates, Acc.

Practical Home Economist, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. Limited market. 1c, Pub.

HEALTH, HYGIENE

Forecast, 6 E. 39th St., New York. (M-25) News features, interviews on food and health topics 1800 to 3500. Alberta M. Goudiss. 1c, Acc.

Hygeia, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles. Dr. Morris Fishbein. 1c up, Pub.

Journal of the Outdoor Life, 370 7th Ave., New York. (M-25) Anti-tuberculosis articles, short-stories, experience articles by tuberculosis patients. Philip P. Jacobs. Low rates, Pub.

Physical Culture, 1926 Broadway, New York. (M-25) Personal experience articles on recovery of health by natural methods; short-stories, serials, outdoor atmosphere, love interest, unsophisticated type. Harry Payne Burton. 2c, photos \$3 to \$5, Acc.

Strength, 2741 N. Palethorpe St., Philadelphia. (M-25) Health, hygiene, exercise, diet articles. Up to 1c, Pub.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-35) Health and technical articles on nursing and hospital subjects 1500 to 3000. Meta Pennock. 1/3c to 1c, Pub.

MUSICAL

Etude, The, 1714 Chestnut St., Philadelphia. (M-25) Instructive, inspirational articles for music teachers and students 150 to 2000; jokes, skits, miscellany. James F. Cooke. \$5 column, Pub.

Musical America, 113 W. 57th St., New York. (2-M-15) Music articles 1500 to 2000. A. Walter Kramer. Ind.

Musical Observer, The, 119 W. 57th St., New York. (M-25) Informative articles on music 800 to 1000. Dorin K. Antrim. 1c, Pub.

Musical Quarterly, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. \$4.50 page, Pub.

Musician, 113 W. 57th St., New York. (M-25) Musical miscellany. Paul Kempf. 1/2c, Pub. (Overstocked.)

Singing and Playing, 111 W. 57th St., New York. (M-35) Provocative, practical articles on music, verse. Alfred Human. 1c up, Pub.

RELIGIOUS

Adult Bible Class Monthly, 420 Plum St., Cincinnati, O. (M-10) Religious educational articles, short short-stories 1200, short verse; news of Bible class activities. Jonathan B. Hawk. Ass. Ed. 1/2c up, verse \$3 to \$10, photos \$2.50 up, Acc.

Ave Maria, The, Notre Dame, Ind. (W) Short-stories, articles on topics of the day, poems. Rev. D. E. Hudson, D.S.O. \$2 page, Pub.

Baptist Standard, 906 Republic Bank Bldg., Dallas, Tex. Religious articles, wholesome short-stories. Ind., Acc.

Catholic World, 411 W. 59th St., New York. (M-40) Scientific, historical, literary, art articles, Catholic viewpoint, short-stories 2500 to 4500, verse. Rev. James M. Gillis, C. S. P. Ind., Pub.

Christian Endeavor World, 41 Mt. Vernon St., Boston. (W-5) Romantic, adventure, mystery, humorous short-stories not over 3000, serials 18 to 26 chapters 3000 each. Robert P. Anderson. 1/2c, photos \$1 to \$2, Acc.

Christian Herald, 419 4th Ave., New York. (W-5) Religious, sociological articles; short-stories 1000; serials, verse. Daniel A. Poling. Varying rates, verse 20c to 25c line, Acc. (Overstocked.)

Churchman, The, 6 E. 45th St., New York. (W-10) Liberal christianity articles, verse. Rev. Guy Emery Shipley, Litt. D. Ind., Pub.

Congregationalist, 14 Beacon St., Boston. (W-10) Religious articles, short-stories, verse. W. E. Gilroy, D.D. Fair rates, Pub. (Overstocked.)

Grail, The, St. Meinrad, Ind. (M-25) Travel, biographical articles 1500 to 3000, wholesome short-stories 2000 to 3000, Eucharistic verse 2 to 20 lines. Rev. Benedict Brown, O. S. B. 1/2c, Acc.

High Road, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Family reading. Short-stories 2500 to 3500, serials 8 to 12 chapters, miscellany. 1/2c up, Acc.

Home Quarterly, 420 Plum St., Cincinnati, O. (Q-14) Religious adult educational articles 1200 to 1400; verse 200 to 400 words. Henry H. Meyer. 1/2c, Acc.

Living Church, The, 1801 Fond du Lac Ave., Milwaukee. (M) Short articles on religious and social subjects, Episcopal viewpoint, verse, no fiction. C. P. Morehouse. \$1.50 col., Acc. No payment for verse.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on church educational work 1500 to 1800, short-stories, Biblical background, to 1800, serials up to 12 chapters. Guy P. Leavitt. 1/2c, Acc.

Magnificat, 435 Union St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Ind., Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (M) Articles of Catholic interest, clever short-stories 1500 to 2000, photos. Lawrence Flick, Jr. Good rates, Acc.

Presbyterian Advance, The, 150 4th Ave., N. Nashville, Tenn. (W) Limited number of short-stories 800 to 2000. James E. Clarke, D.D., LL.D. \$1 column, Acc.

Standard Bible Teacher, Box 5, Sta. N., Cincinnati, O. (Q-15) Biblical study articles 1500 to 2000. Frederick J. Gielow, Jr. 1/2c, Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. 1/2c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers, superintendents, the home. 1/2c, Acc.

Union Signal, The, Evanston Ill., (W-5) Short-stories, short serials, on prohibition, law enforcement. \$5 per 1500-word story, Pub.

Unity, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M & W) Christian metaphysical articles, short-stories, illustrations. Ernest C. Wilson. 1c to 5c, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

Broadcasting Magazine, 1182 Broadway, New York. (M) Non-technical illustrated radio articles, thumb-nail biographies, home economics matter, 100 to 2500; radio short-stories 2500 to 3000. Fillers 1/2c, stories and articles up to 1c, photos \$1, Acc.

Electricity on the Farm, 225 W. 34th St., New York. (M-10) Actual experience stories, illustrated, on use of central station electricity on the farm, up to 1000. Fred Shepperd. 1 1/2c, Pub.

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo. (M-5) Illustrated popular scientific, homecraft "how-to-make-it" articles 500 to 1500, shop hints, new devices. E. A. Weishaar. 1c to 4c, photos \$1.50 to \$3, Acc.

Modern Mechanics and Inventions. Robbinsdale, Minn. (M-25) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos. Roscoe Fawcett; Jack Smalley; Weston Farmer, associate. 2 to 15c, photos \$3 up, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-25) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. \$5 to \$50, Acc. (Overstocked.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles, scientific, industrial, discoveries, human interest and adventure. L. K. Weber. 1c to 10c, \$3 up for photos, Acc.

Popular Science Monthly, 381 4th Ave., New York. (M-25) Illustrated articles on scientific non-technical, mechanical, labor-saving devices, discoveries, under 2000. 1c up to 10c, \$3 up for photos, Acc.

Radio Digest, 420 Lexington Ave., New York. (M-35) Radio articles, features. Raymond Bill. Ind.

Science and Invention, 381 4th Ave., New York. (M-25) Illustrated articles on invention, popular science, etc. Murray Godwin. 1/2c up, photos extra, Pub.

Scientific American, 24 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. O. D. Munn. Ind., Acc. (Overstocked.)

SPORTING, OUTDOOR, HUNTING, FISHING

American Forests and Forest Life, 727 K St., Washington, D. C. (M-35) Popular forestry, outdoor recreation, wild-life articles up to 2500, photos of forest oddities. Ovid M. Butler. 1c, photos \$1 up, Acc.

American Golfer, The, Lexington at 43d Sts., New York. (M-25) Sport and golf articles up to 1500. Grantland Rice. Ind.

American Rifleman, Barr Bldg., Washington, D. C. (M-25) Authentic gunsmithing, shooting, ammunition, ballistic articles. Laurence J. Hathaway, Ind., Pub.

Arena, The, 2739 Palethorpe St., Philadelphia. (2-M-15) Boxing, weight-lifting, baseball, sport articles. Ind.

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Baseball articles, verse; no fiction. F. C. Lane. 1/2c to 1 1/2c, Pub.

Field and Stream, 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, up to 3500. Ray P. Holland. 1c up, Acc.

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, fur-raising articles by practical authorities. A. R. Harding. 1/2c up, Pub.

Golf Illustrated, 425 5th Ave., New York. (M-50) Golf articles 1200 to 1500, out-of-ordinary golf news items, golf pictures. A. G. Gregson. 2c, Pub.

Hunter-Trapper, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog articles, outdoor photos. Otto Kuechler, Ind. Acc. (Overstocked.)

National Sportsman, 75 Federal St., Boston. (M-10) Hunting, fishing articles. Low rates, Pub.

Outdoor America, 541 W. Randolph St., Chicago. (M) Wilderness adventure, hunting, fishing, camping, outdoor sports articles, short-stories, occasional novelettes. Marguerite Ives. 1/2 to 3c, Acc.

Outdoor Life, 1824 Curtis St., Denver, Colo. (M-10) Hunting, fishing, camping, exploration articles. Harry McGuire. Up to 2c, Acc.

Self-Defense, 1841 Broadway, New York. (M) Boxing, self-defense short-stories, articles about ring characters. Joe Burten. ½c, Pub. (Slow.)

Sports Afield and Trails of the Northwoods, 1645 Hennepin Ave., Minneapolis. (M-20) Hunting, fishing, camping articles. Low rates, Pub.

Sportsman, The, 60 Batterymarch St., Boston. (M-50) Articles on amateur sports, for-hunting, polo, yacht racing, tennis, fishing, etc., 2500 to 3000. Richard E. Danielson; Frank A. Eaton, Mng. Ed. 2c, photos \$5 up, Acc.

Sportsman's Digest, 22 E. 12th St., Cincinnati, O. (M-10) Illustrated hunting, fishing, trapping stories 1500. George A. Voegelé. ½ to 1c, Pub.

Sportsmans Recorder, 2346 N. High St., Columbus, O. (2-M) Stories, articles of interest to sportsmen, beagle news preferred; photographs. Razz Walker. ¼c, Pub.

THEATRICAL, MOTION PICTURE

Billboard, 25 Opera Pl., Cincinnati, O. (W-15) Theatrical news, articles. 1c up, Pub.

Broadway and Hollywood Movies, 9th floor, 101 W. 31st St., New York. (M-15) Screen fan miscellany, art work, caricatures, covers. No fiction or poetry. Walter W. Hubbard, Jr. ¾ to 1c, Pub.

Drama, The, 289 4th Ave., New York. (M-50) Theatrical articles, one-act plays. T. B. Hinckley. No payment.

Modern Screen Magazine, The, 100 5th Ave., New York. (M-10) Popular photoplay miscellany. Inc.

Motion Picture Classic, 1501 Broadway, New York. (M-25) Photoplay and satirical articles, usually on assignment. Laurence Reid. Ind., Acc.

Motion Picture Magazine, 1501 Broadway, New York. (M-25) Articles on motion picture business and stars, usually on assignment. Laurence Reid. Ind., Acc.

Movie Romances, 510 N. Dearborn St., Chicago. (M) True romances of film folk; articles for film fans; short-stories with motion-picture background. Wm. Fleming French. 1½ to 5c, Acc.

New Movie Magazine, Woolworth Bldg., New York. (M-10) Fan material, usually by arrangement. Frederick James Smith. 2c, Acc.

Photoplay, 221 W. 57th St., New York. (M-25) Motion picture articles, brief short-stories dealing with studio life. James R. Quirk; Leonard Hall, Mng. Ed. Good rates, Acc.

Picture Play Magazine, 79 7th Ave., New York. (M-25) Articles 1200 to 1500 of interest to motion picture enthusiasts, usually on assignment. Norbert Lusk. Ind., Acc.

Screenland, 49 W. 45th St., New York. (M-25) Feature articles dealing with motion pictures. Miss Delight Evans. Fair rates, Pub.

Screen Secrets, Robbinsdale, Minn. (M-25) Movie interviews, features, photos. Roscoe Fawcett; Jack Smalley. 2c to 3c, Acc.

Talking Screen, 100 5th Ave., New York. (M) Authoritative motion-picture fan articles. Love short-stories, talkie background 4000 to 5000, serials, miscellany. Wayne G. Haisley. Good rates, Acc.

Theatre Arts Monthly, 119 W. 57th St., New York; 99 Regent St., London W 1, England. (M-50) Theatre articles 1200 to 2500, one-act plays, verse. Edith J. R. Isaacs. 2c, poems \$5, Pub.

Theatre Magazine, 22 W. 48th St., New York. (M-35) Sophisticated articles on the theatre up to 1500. Stewart Beach. 3c, Pub.

Variety, 154 W. 46th St., New York. (W-25) Theatrical articles, news. Sime Silverman. Ind.

TRADE JOURNALS, MISCELLANEOUS

American Artisan, 139 N. Clark St., Chicago. (W) Illustrated articles on experiences of men in warm-air heating and sheet metal work. George J. Duerr. \$2.50 column, photos \$3, Pub.

American Baker, The, 118 S. 6th St., Minneapolis. (M-10) Technical articles on baking, illustrated articles on new bakeries, attractive window photos, merchandising talks. Carroll K. Mitchener, Mng. Ed. 1c up, photos \$1 to \$3, Acc.

American Druggist, 57th St. at 8th Ave., New York. (M) Highest type drug merchandising articles. Herbert R. Mayes. High rates, Acc.

American Hatter, 1225 Broadway, New York. (M-50) Trade miscellany. E. F. Hubbard. ½c to 1c, Acc. \$2 for photos

American Paint and Oil Dealer, 3713 Washington Ave., St. Louis. (M) Retail paint selling articles. J. Leyden White. Good rates, Pub.

American Perfumer, 81 Fulton St., New York. (M) Technical, scientific articles on perfumes, cosmetics, soaps, etc. Ind., Pub.

American Resorts, 5 S. Wabash St., Chicago. (M-20) Practical resort operation articles 1000. C. A. McBride. ½ to 1c, photos \$2, Pub.

American Restaurant, 5 S. Wabash Ave., Chicago. (M-20) Practical articles on restaurant operation; new ideas in the business. H. C. Siekman, Mng. Ed. ½c up, Pub.

American Silk Journal, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith. \$6 per M., Pub.

Amusement Park Management, 114 E. 32nd St., New York. (M-20) Articles 500 to 1000 dealing with specific problems and successes in park and bathing pool management. Charles Wood. 1c, photos \$1.50, Pub.

Aquatics, 114 E. 32d St., New York. (M-25) Articles on swimming pool and beach operation, particularly country clubs and municipally operated pools, with pictures 1000. Charles Wood. 1c up, photos \$1.50 up, Pub. (Overstocked.)

Automotive Electricity, 420 Lexington Ave., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories. L. E. Murray. 1c, Pub.

Bakers' Helper, 330 So. Wells St., Chicago. (2M-15) Business-building plans for bakers, technical articles, chiefly supplied by staff. E. T. Clissold. \$5 to \$15 page.

Battery Man, The, Terre Haute, Ind. (M) Articles on battery merchandising and successful operation of battery shops. M. A. Denny. Up to 1c, Pub.

Beverage Journal, 431 So. Dearborn St., Chicago (M) Stories of outstanding achievements in bottling business; new methods, merchandising, technical articles 500 to 2000. Illustrations measured as reading. E. J. Sturtz. ¾c, assignment 1c, Acc.

Black Diamond, 431 S. Dearborn St., Chicago. (W-20) Practical, method articles in the coal field. Wm. R. Melton. ½c up, Pub.

Bus Transportation, 10th Ave. at 36th St., New York. (M-25) Practical bus operation articles 2000, 2 or 3 photos. C. W. Stocks. ¾c, Acc. News items, first 100 words 2½c, balance each item ½c.

Carbonator & Bottler, 504 Bona Allen Bldg., Atlanta, Ga. (M-10) Illustrated articles on business-building methods for bottled soft drink plants 750 to 2000; news items 50 to 100. W. B. Savell. ½c to 1c, photos 50c to \$1, Acc.

Chain Store Age, 93 Worth St., New York. (M) Trade miscellany covering administration, general merchandising, grocery, druggists' chain stores. Godfrey M. Lehar. High rates.

Chain Store Management, 1114 E. 8th St., Los Angeles. Instructive articles for managers, buyers, warehousemen, etc., 1000 to 2000. Leslie F. R. Jones. 1c up, photos \$2.50, Pub.

Cleaners and Dyers Review, 128 Opera Place, Cincinnati. (M-30) Technical articles, success stories, proved merchandising plans. (Overstocked on advertising articles.) Gus Kepler. ½c, Pub.

Cleaning and Dyeing World, 1697 Broadway, New York. (W) Technical articles, merchandising, advertising, window display, success stories. Roy Denney. About ½c, Pub.

Commercial Car Journal and Operation and Maintenance, Chestnut and 56th St., Philadelphia. (M) Articles on selling, servicing, operation of motor trucks. Good rates, Pub.

Confectioners Journal, 437 Chestnut St., Philadelphia. (M-25) Articles on wholesale and retail candy business methods. Eugene Pharo. Up to 1c, Acc.

Corset & Underwear Review, 1170 Broadway, New York. (M-25) Merchandising articles. Arthur I. Mellin. 1c, Pub.

Cracker Baker, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-15) One or two-page stories pertaining to biscuits and crackers, or the industry; plant write-ups; sales stories; practical or technical articles; human interest and successful stories of men in industry. L. M. Dawson. 30 to 50c line, Pub.

Dairy World, 608 S. Dearborn St., Chicago. (M-10) Dairy plant, merchandising articles 1000 to 2000. E. C. Ackerman. 1c, photos \$1 to \$3, Pub.

Diesel Power, 521 Fifth Ave., New York. (M) Articles on oil engine uses. J. Kuttner. 1c, Pub.

Display Topics, 291 Broadway, New York. (M) Window-display, merchandising articles. Jerry McQuade. 1c, Pub.

Distribution and Warehousing, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. ¾c up, photos \$2, Pub.

Domestic Engineering, 1900 Prairie Ave., Chicago. Plumbing and heating trade merchandising and technical articles. 1c, Pub.

Draperies and Decorative Fabrics, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. Prentice Winchell. 1c, photos \$3, Pub.

Druggist, The, Liberty and Chicago Sts., Jackson, Tenn. Helpful drug trade miscellany. Seale B. Johnson. 1/2c, \$2.50 for photos, Acc.

Druggists Circular, The, 12 Gold St., New York. (M) Druggist success articles. G. K. Hanchett. Ind., Pub.

Drug Topics, 291 Broadway, New York. (M-25) Merchandising articles 1500, describing how druggist—name and address given—sold more merchandise, saved money. Dan Rennick. Good rates, photos \$3, Pub.

Drug Trade News, 291 Broadway, New York. (Bi-M) News of manufacturers in drug and toilet goods fields. Dan Rennick. Ind.

Dry Goods Economist, 239 W. 39th St., New York. Dry Goods trade articles. C. K. McDermut, Jr. 1 to 2c Acc.

Editor & Publisher, 1700 Times Bldg., New York. (W-10) Newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.

Electrical Dealer, 360 N. Michigan Ave., Chicago. (M) Illustrated articles reflecting unusual operations in retailing domestic electrical goods or radio by any sort of store. Queries answered. Rudolph A. August. 1c up, Acc.

Electrical Installation Record, 461 8th Ave., New York. (M-25) Electrical contractor-dealer and wholesaler merchandising articles and contractor wiring installations with floor plan showing wiring diagrams. Query first. Stanley Dennis. 1c, photos \$2, Pub.

Electric Refrigeration News, Macabes Bldg., Detroit. (Bi-W-15) Articles on installation and service of electric refrigeration equipment in apartment houses, meat markets, grocery stores, etc., 500 to 1000; news. Wm. Jabine. 1c, Pub.

Electrical West, 883 Mission St., San Francisco. (M-25) Interested only in western electrical problems and plans. Wm. A. Cyr, Assoc. Ed. 1c, Pub.

Enamelist, 2100 Keith Bldg., Cleveland, O. (M) Technical or semi-technical articles dealing with porcelain enamel, and stove manufacturing processes; success stories. R. C. Harmon, Assoc. Ed. 1 1/2 to 4 or 5c, photos, \$2 up, Acc.

Excavating Engineer, The, South Milwaukee, Wis. (M) Illustrated excavating articles. \$4 column, photos \$1, Pub.

Feedstuffs, 118 S. Sixth St., Minneapolis, Minn. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Carroll K. Michener. 1c up, Acc.

Food Profits, 40 E. 49th St., New York. (M-25) Illustrated hotel restaurant operation articles, short "short-cut" items, human-interest articles, confessions with constructive slant 1500. Ray Fling. 1c up, Acc.

Fur Age Weekly, 47 W. 34th St., New York. (W) News of fur buyers and Dept. stores. L. M. Bookbinder. 1c, photos \$2, Pub.

Furniture Age, 2225 Herndon St., Chicago. (M-30) Illustrated articles on practical methods of furniture merchants 500 to 1500. J. A. Gary. 1c, \$2 for photos, Pub.

Furniture Index, 4th St. at Clinton, Jamestown, N. Y. (M) Articles on furniture merchandising. H. W. Patterson. Good rates, Acc. Query.

Furniture Journal, 666 Lake Shore Drive, Chicago. (M-25) "How" merchandising stories, accompanied by authoritative interior decoration articles. Milton L. Samson. 1c up, news items 1/2c to 3/4c, photos \$2, merchandising ideas 100 to 150, with illustrations, \$1, Pub.

Furniture Record, 200 N. Division St., Grand Rapids, Mich. (M-30) Actual dealer experience stories on furniture merchandising, advertising, display; radio, floor coverings, drapery merchandising in furniture stores; interior decoration, 1500 to 2000. K. C. Clapp. 1c, photos \$1 up, Pub. Human and humorous snap-shots, furniture people, \$3 each.

General Building Contractor, 119 W. 40th St., New York. (M-25) Material on assignment only, mostly by staff. Story-telling pictures of construction projects. Theodore A. Crane, Ed.; P. A. Stone, Mng. Ed. Ind., Pub.

Giftwares and Decorative Furnishings, 1181 Broadway, New York. (M-20) Illustrated articles on operating gift and art shops 500 to 1200. Lucille O'Naughlin. 1c, photos \$3, Pub.

Good Hardware, 79 Madison Ave., New York. (M-20) Illustrated articles 100 to 200 for hardware dealers; humorous verse, jokes, epigrams, pertaining to the trade. Ralph F. Linder. 2c, jokes \$2, Acc.

Hide & Leather, 300 W. Adams St., Chicago. (W-15) Technical tannery articles 1000 to 10,000. Watterson Stealey. 1c, 1/2c, Pub.

Hosiery Age, 239 W. 39th St., New York. (M-25) Unusual illustrated merchandising articles up to 2000, business building ideas 100 to 200. H. F. Baker. 1 to 1 1/2c, Pub., photos \$2 up, Acc.

Hotel Management, 40 E. 49th St., New York. (M-25) Hotel operation articles, business building ideas, 100 to 1500. J. S. Warren. 1c, Acc.

House Furnishing Review, 30 Church St., New York. (M-15) Merchandising articles 1000, biographies of house furnishing buyers with photo 300, fact items, fillers. S. P. Horton, Asso. Ed. 1c, biographies \$7.50, Pub.

Ice and Refrigeration, 5707 W. Lake St., Chicago. (M) Ice-making, cold storage articles and news. J. F. Nickerson. Ind., Pub.

Ice Cream Field, 461 8th Ave., New York. (M-10) Illustrated business-building articles for ice cream plants 750 to 2000. W. H. Hooker. 1/2c to 3/4c, photos 50c to \$1, Acc.

Ice Cream Review, 501-515 Cherry St., Milwaukee. (M-25) Methods articles of interest to ice-cream manufacturers and employees. E. K. Slater. 1/2c up, Pub.

Ice Cream Trade Journal, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of wholesale ice cream companies. Harry W. Huey. 1c, Pub.

Industrial Retail Stores, 114 E. 32d St., New York. (M) Articles on company or employee-owned stores 750 to 1500. 1/2 to 1c, photos \$1 to \$3, Pub.

Inland Printer, 330 S. Wells St., Chicago. (M-40) Printing trade technical, business articles up to 4000. J. L. Frazier. \$10 page, Pub.

Institutional Jobber, 40 E. 49th St., New York. (M) Experience articles on selling to hotels, restaurants, hospitals, clubs, schools 100 to 1500, fact items, photos. W. R. Needham. 1c, Acc.

International Blue Printer, 431 S. Dearborn St., Chicago. (M-30) Illustrated articles on shop layouts, unusual methods, etc., 1500 to 2000. Charles A. Greig. 1c, \$1 per illustration, Pub.

Jewelers' Circular, The, 239 W. 39th St., New York. (M-20) Merchandising articles on jewelry and kindred lines; news items. 1/2c to 1c, Pub.; special articles, Acc.

Jewelry Trade News, 1505 Race St., Philadelphia. (W) Jewelry business articles, interviews, news. F. C. Emmertling. 1c to 2c, news 1/2c, Acc.

Jobbers Salesman, 520 N. Michigan Ave., Chicago. (M-15) Prefers signed articles by electrical wholesalers or salesmen, specifying their own experience. W. J. McLaughlin. 1 1/2 to 2c, Pub.

Jobbers Topics, Tribune Tower, Chicago. (M) Automotive jobbing interviews. Ken Cloud. 1c, Pub.

Keystone, The, 1505 Race St., Philadelphia. (M) Jewelry store management and merchandising articles 1000 to 3000; news of jewelry trade. H. P. Bridge, Jr. 1 to 2c, news 30c inch, photos \$1.50 to \$3, Pub.

Laundryman's Guide, 504 Bona Allen Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets, maintenance, layout of production line, etc. in modern steam laundries 750 to 1800, general news items 50 to 400. H. S. Hudson, Ed.; W. B. Savell, Mng. Ed. 1/2 to 1c, Pub.

Light, Nela Park, Cleveland, O. (M) Fact articles on incandescent lighting, science, art, merchandising. Chas. A. Eaton. 1c, Pub.

Linens and Handkerchiefs, 114 E. 32d St., New York. (M) Articles on linen and handkerchief displays, merchandising, interviews with buyers, news of market, inventions. E. S. Hanson. 1c, photos \$1.50 to \$3, Pub.

Luggage and Hand Bags, 1181 Broadway, New York. (M-10) Luggage retailing, display articles up to 2000. L. H. Ford. About 1c, photos \$3 to \$5, Pub.

Manufacturing Jeweler, The, 42 Weybosset St. Providence, R. I. (W-5) Articles pertaining to manufacturing and wholesaling, "ghost" preferred. W. Louis Frost; J. E. Bullard, Assoc. Ed. 1/2c, Pub.

Materials Handling & Distribution, 420 Lexington Ave., New York. (M-30) Practical, not theoretical, articles on efficient and economical systems of handling materials mechanically, either in production or physical distribution operations. John A. Cronin. Ind., generally Pub.

Merchandising Ice, 435 N. Waller Ave., Chicago. (M-25) Articles on sales plans, advertising displays and developments related to ice-using equipment. J. F. Nickerson. 1/2c to 1c, Acc.

Metalcraft, 4th St. at Clinton, Jamestown, N. Y. (M) Articles on metal work. H. W. Patterson. Good rates, Acc. Query.

Milk Dealer, The, 501-515 Cherry St., Milwaukee. (M-25) Problems related to preparing milk for distribution and actual selling and delivering of it. E. K. Slater. 1/2c, Pub.

Millinery Trade Review, 1225 Broadway, New York. (M-50) Trade miscellany. Charles Steinecke, Jr. 1/2 to 1c, photos \$2, Pub.

Modern Stationer, 1181 Broadway, New York. (M-25) Trade miscellany. David Manley. 1c, photos \$3, Pub.

Mortuary Management, 1095 Market St., San Francisco. (M) Articles on successful morticians and their methods. Fred Witman, $\frac{1}{2}$ to 2c, Acc.

Motor Boat, 521 Fifth Ave., New York. (M-25) Boat and engine selling and manufacturing methods, successful sales rooms 800 to 1000, short kinks, news items of builders and dealers. Gerald T. White. \$10 page, Pub.

Music Trade News, 1697 Broadway, New York. (M-20) Illustrated articles on retailing sheet music, band instruments. Albert R. Kates. $\frac{1}{2}$ c up, Pub.

National Bottlers' Gazette, 233 Broadway, New York. (M-50) Features of interest to the soft-drink bottling trade. W. B. Keller, Jr. \$7.50 per page, Pub.

National Cleaner & Dyer, 521 5th Ave., New York. (M-20) Success stories, technical, salesmanship articles. Vincent M. Rabuffo. Fair rates, Pub.

National Hotel Review, 221 W. 57th St., New York. (W) News. Limited number of features for operation and maintenance section. W. L. Cook. Low rates, Pub.

National Jeweler, 536 S. Clark St., Chicago. (M-20) Little outside material. Francis R. Bentley. $\frac{1}{2}$ to 1c, Acc.

National Lumberman, 249 W. 39th St., New York. (M) Industry news and departmental matter. Ralph McQuinn. 1c up, photos \$2, Pub.

National Printer Journalist, 129 E. Michigan St., Milwaukee. (M-25) Actual, used experiences in any department of printing and newspaper business 150 to 350. W. G. Schroeder. 1c up. Double space rate for cuts.

National Retail Lumber Dealer, 624 Hearst Bldg., Chicago. (M) Trade miscellany. Lyman M. Forbes. 1c, photos \$1, Pub.

Northwestern Confectioner, 405 Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. $\frac{1}{2}$ c, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W-5) Technical articles on flour milling industry, emphasis on merchandising. Query first. Carroll K. Michener, Mng. Ed. 1c up, Acc.

Office Appliances, 417 S. Dearborn St., Chicago. Articles on selling office equipment. Fair rates, Pub.

Optometric Weekly, 17 N. Wabash Ave., Chicago. Trade miscellany. $\frac{1}{2}$ c, Pub.

Pacific Drug Review, 35 N. 9th St., Portland, Ore. (M-25) Drug merchandising articles. Albert Hawkins. Low rates, Pub.

Pacific Retail Confectioner, 35 N. Ninth St., Portland, Ore. (M) Trade-building articles for retail confectioners, soda-fountain owners 500 to 2000. F. C. Felner. \$5 page, Pub.

Packing and Shipping, 30 Church St., New York. (M-25) Illustrated articles on packing and handling merchandise 1000 to 2500. C. M. Bonnell, Jr. $\frac{1}{2}$ c to 1c; photos 50c to \$1, Pub.

Petroleum Age, 500 N. Dearborn St., Chicago. (M) Articles on handling and distribution of petroleum products, successful service stations, etc. Keith J. Fanshier. 2c inch, Pub.

Petroleum Marketer, The, 913 Hunt Bldg., Tulsa, Okla. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M) Illustrated merchandising articles on gift and picture shops. C. Larkin. About $\frac{1}{4}$ c, Pub.

Plumbers' and Heating Contractors' Trade Journal, 239 W. 30th St., New York. (2-M) Merchandising features showing how plumbers sell more goods, 500 to 800, photos, hobbies of plumbing, heating contractors with photo 300 to 500. Prefers query. Treve H. Collins. Good rates, Acc.

Power, 10th Ave. at 36th St., New York. (W-15) Technical articles on power generation up to 3000, by engineers or power executives. F. R. Low. Ind., Acc.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (2M-15) Power plant operation articles. Arthur L. Rice. $\frac{1}{4}$ c, Pub.

Printing Industry, The, 608 S. Dearborn St., Chicago. (M) Practical printing articles 750 to 3000. B. F. Chittick. 1 to 2c, Pub.

Printing, 41 Park Row, New York. (2-M-25) Printing plant and sales management articles up to 2000, trade news of employing printers and plants. Charles C. Walden, Jr., Ed.; Ernest T. Trotter, Mng. Ed. 27c per inch and up, photos $\frac{1}{2}$ space rates, Pub.

Progressive Grocer, 79 Madison Ave., New York. (M) Illustrated idea articles 100 to 200, grocery trade articles 1200 to 1500, photos, trade jokes. Ralph F. Linder. 1c to 2c, Acc.

Publishers' Weekly, 62 W. 45th St., New York. (W-15) Booksellers' miscellany. R. R. Bowker, F. G. Melcher. 1c, Acc.

Railway Mechanical Engineer, 30 Church St., New York. (M) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

Refrigeration, Walton Bldg., Atlanta, Ga. (M-25) Name and fact stories on ice refrigeration and merchandising of ice. Walter F. Cox. \$4 column, Pub.

Restaurant, The, 66 5th Ave., New York. (M) Restaurant management, operation, success articles, photos, fillers, 50 to 1500. Correspondents. Bernard Teran. 1 to 2c, Acc.

Restaurant Management, 40 E. 49th St., New York. (M-25) Restaurant operation articles 100 to 1500; biographical sketches, human-interest articles, confessions with constructive slant up to 1500. Ray Fling. 1c, Acc.

Retail Druggist Illustrated, 250 Lafayette Blvd., Detroit, Mich. (M-15) Illustrated merchandising articles 500 to 2000, series, editorials 50 to 500, window display photos, advertising samples. E. N. Hayes. Ind., Acc.

Retail Furniture Selling, 54 W. Illinois St., Chicago. (M) Furniture store articles on assignment. K. A. Ford. $\frac{1}{2}$ c, photos \$2 plus photographer's bill, Pub.

Retail Ledger, 1346 Chestnut St., Philadelphia. (M-15) Articles on various phases of retailing—advertising, delivery, credits, salesmanship, etc. 1500 to 2000. Special attention to home furnishings. William Nelson Taft. 1c to $\frac{1}{2}$ c, photos \$3, Acc.

Retail Tobacconist, 117 W. 61st St., New York. (W-15) Articles on business methods of successful tobacconists 500 to 1500. H. B. Patrey. $\frac{1}{2}$ c to 1c, Pub.

Rock Products, 542 S. Dearborn St., Chicago. (2-M) Articles on cement, lime, gypsum, quarries, sand and gravel plant operations, etc. N. C. Rockwood.

Salvage, 150 Lafayette St., New York. (M-25) Articles on industrial salvage, utilization of waste products, 2000 to 3000, photos. Very low rates, Acc.

Sanitary and Heating Age, 239 W. 39th St., New York. (M-25) Well-illustrated merchandising articles. Clyde Jennings. 1c, Pub.

Seed Trade News, 60 W. Washington St., Chicago. (W) Seed news only. N. C. Helms. $\frac{1}{2}$ c, Pub.

Seed World, 1018 S. Wabash Ave., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. $\frac{1}{2}$ c, Pub.

Service Station News, 369 Pine St., San Francisco. (M) Western articles on service-station operation. Buys little except from regular correspondents. R. H. Argubright. $\frac{1}{2}$ c, photos \$1 up, Pub.

Shoe Factory, 300 W. Adams St., Chicago. (M-15) Technical articles on shoe manufacturing, news items of factories. E. E. Cote. 1c, news $\frac{1}{2}$ c, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 500 to 1500, verse on shoe repairing 1 to 4 stanzas, fact-items, fillers 50 to 100, jokes. A. V. Fingulin. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Pub.

Soda Fountain, The, Graybar Bldg., New York. (M-15) Illustrated articles on business-building methods for soda fountains and soda lunches. John R. Ward. 25c inch, Pub.

Southern Funeral Director, 502 Walton Bldg., Atlanta, Ga. (M-25) Articles of interest to southern morticians. Walter F. Cox. \$8 page, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (2M-15) Trade miscellany. $\frac{1}{2}$ c up, Pub.

Southwestern Jewelers' Forum, 812 Wholesale Merchants Bldg., Dallas, Tex. (M-10) Interviews with successful retail jewelers in southwestern states. Joe Buckingham. $\frac{1}{2}$ to 1c, Pub.

Southwestern Retailer, Wholesale Merchants' Bldg., Dallas, Tex. (M) Articles, interviews with successful retail dealers of Southwest. Joe Buckingham. $\frac{1}{2}$ c to $\frac{1}{4}$ c, Pub.

Spice Mill, The, 103 Water St., New York. (M-35) News from tea, coffee, and spice centers. Limited market for brief articles. B. F. Simmons. $\frac{1}{2}$ c to 1c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated reviews on merchandising, store arrangement, news. C. T. Felker. $\frac{1}{2}$ c up, Pub.

Sporting Goods Journal, 521 Fifth Ave., New York. (M) Trade news from regular correspondents 25c an item. Not buying features in open market. Ames A. Castle. $\frac{1}{2}$ c up, Pub.

Starchroom Laundry Journal, 415 Commercial Square, Cincinnati, O. (M-25) Short illustrated articles, trade miscellany. A. Strimatter. Fair rates, Pub.

Tile Talk, 507 W. 33d St., New York. (Bi-M-10) Strong articles on use of tile; also comparing it with other building material 800 to 1000. Edwin G. Wood. 1c, Acc.

Tires, 420 Lexington Ave., New York. (M-25) Articles on business methods of tire dealers and super service station operators emphasizing how other services sell tires 1200 to 1500. Jerome T. Shaw. $\frac{1}{2}$ c, photos \$3, Pub.

Toilet Requisites, 250 Park Ave., New York. (M-15) Merchandising articles from toilet goods departments or drug stores, cities over 25,000. Clyde B. Davis. 1c, photos \$1 up, Pub.

Western Barber and Beauty Shop, 312 E. 12th St., Los Angeles. (M) Methods articles concerning Pacific Coast barbers and beauty shop operators. Michael J. Phillips. $\frac{1}{2}$ c up, Pub.

Western Confectioner, 57 Post St., San Francisco. (M-35) News and features of Western confectioners. Russell B. Tripp. Fair rates, Pub. (Overstocked.)

Western Florist, 312 E. 12th St., Los Angeles. (W) News and features of successful florists. M. J. Phillips. $\frac{1}{2}$ c up.

Western Wood Worker, 71 Columbia St., Seattle, Wash. (M) Articles on wood-working plant operations, illustrated interviews, Western locale, 1000. Nard Jones. $\frac{1}{2}$ to 1c, Pub.

Wholesale Druggist, 291 Broadway, New York. (M) Concrete business articles. Jerry McQuade. 1c up, Pub.

Window Shade and Drapery Journal, 22 E. 12th St., Cincinnati. (M) Articles on all phases of shade and drapery business, interviews, news items, photos. Otis F. Herrmann. $\frac{3}{4}$ to 2c, photos $\frac{1}{2}$ to $\frac{1}{4}$ to \$5, Acc.

Wood Construction, Xenia, Ohio. (2-M-15) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. \$10 page, including art., Pub.

Wood Working Industries, 4th St. at Clinton, Jamestown, N. Y. (M) Technical wood-working management and production articles. H. W. Patterson. Good rates, Acc. Query.

LIST D

Juvenile and Young Peoples' Publications

American Boy, The, 550 Lafayette Blvd., Detroit, Mich. (M-20) Older boys. Short-stories 3000 to 5000, serials 40,000 to 60,000, fact articles dealing with older boy interests 50 to 4000, one-act plays, short poems. George F. Pierrot. 2c up, photos $\frac{1}{2}$ to 2, Acc. (Overstocked.)

American Girl, 670 Lexington Ave., New York. (M-15) Ages 12 to 18. Girl Scouts publication. Action short-stories 3500 to 4500, handicraft, vocational, athletic articles 3000 to 3500. Miss Margaret Mochrie. 1c up, Acc.

American Newspaper Boy, 15 W. 5th St., Winston-Salem, N. C. (M) Closed market. Bradley Wellfare.

Beacon, The, 25 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories 1800 to 2000; serials, verse, miscellany. Miss Marie W. Johnson. $\frac{1}{3}$ c, Acc.

Boy Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, miscellany. $\frac{1}{3}$ c up, Acc.

Boys' and Girls' Comrade, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (M) Ages 9 to 15. Character and educational articles 500 to 1500, wholesome short-stories 1000 to 2000, serials 5 to 15 chapters, editorials 250 to 500, verse 2 to 6 stanzas, fact items, fillers. L. Helen Percy. $\frac{1}{2}$ to $\frac{1}{4}$ to 2.50 M, photos 25c to $\frac{1}{4}$, Pub.

Boys' Comrade, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 14 to 18. Short-stories 2000, serials, illustrated articles 100 to 1500, verse, miscellany. O. T. Anderson. $\frac{1}{4}$ to $\frac{1}{2}$ per M., Acc.

Boys' Life, 2 Park Ave., New York. (M-20) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories up to 5000, serials up to 30,000, verse; articles up to 2000. James E. West. 2c up, Acc.

Boys' World, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500, serials 6 to 8 chapters 2200 each, scientific, success articles up to 300, occupation articles 150 to 1100, successful boys, curiosity, scientific news items, miscellany. D. C. Cook, Jr. $\frac{1}{2}$ c up, verse 10c line, Acc.

Challenge, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500 to 2500, serials 2 to 12 chapters 2000 each: descriptive, biographical, travel articles up to 2000; verse. Hight C. Moore; Noble Van Ness. $\frac{1}{2}$ c, verse $\frac{1}{2}$ to $\frac{1}{4}$ to 2.50, Acc.

Child Life, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-35) Ages 2 to 12. Short-stories, miscellany up to 1800. Rose Waldo. $\frac{1}{2}$ c to 1c, Acc. (Overstocked.)

Children's Hour, The, 470 Stuart St., Boston. Children's articles, short-stories, drawings, puzzles, music, etc. Rose Saffron. $\frac{1}{2}$ c up, Pub.

Children's Playtime, The, Insurance Center Bldg., Cleveland, O. (M) Educational short-stories 1500. E. F. Schuere. $\frac{1}{2}$ c, Acc.

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers, nature, fact, how-to-make-it articles 300 to 1000. Bible puzzles. Charles G. Trumbull; John W. Lane. Asso. \$10 a story, fillers \$5, puzzles $\frac{1}{2}$ to $\frac{1}{4}$ to 2, Acc.

Classmate, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome short-stories 2500 to 3500, serials 30,000 to 40,000, illustrated articles 1000 to 2500, fact items 200 to 1000, verse. A. D. Moore. Fillers $\frac{1}{2}$ c up, fiction 1c up, verse $\frac{1}{2}$ to $\frac{1}{4}$ to 10, Acc.

Dew Drops, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 900 to 1000, short articles, editorials 250 to 300, verse up to 12 lines. No fairy stories. David C. Cook, Jr. $\frac{1}{2}$ c up, Acc.

Epworth Herald, 740 Rush St., Chicago. (W-5) Articles on youth's activities 1000 to 1200, religious essays 1000, short-stories 1200 to 1500, verse up to 20 lines. W. E. J. Gratz. $\frac{1}{2}$ c to 1c, verse 15c line, photos $\frac{1}{2}$ to $\frac{1}{4}$ to 5, Acc.

Every Child's Magazine, 108 N. 18th St., Omaha, Nebr. (M) Boys and girls about 12. Short-stories 2000; travel articles. Few fairy stories. Grace Sorenson. Low rates, Pub.

Everygirl's, Lyan at Ottawa, Grand Rapids, Mich. (M-15) For teen-age girls. Short-stories 2000 to 2500, serials 12,000 to 15,000, some verse, fact items and fillers, jokes. Marta K. Sironen. $\frac{1}{2}$ c, photos $\frac{1}{2}$ to 1, Acc.

Forward, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Young People, high school age up. Short-stories 2500 to 3000, serials 5 to 8 chapters, illustrated articles 700 to 1000, fillers 150 to 400, miscellany. Dr. John T. Faris. $\frac{1}{2}$ c for articles, $\frac{1}{2}$ up for stories, Acc.

Friend, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 100 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800, short verse. J. W. Owen. $\frac{1}{2}$ to $\frac{1}{4}$ per story, poems 50c to $\frac{1}{2}$, Acc.

Front Rank, The, Christian Bd. of Pub., 2710 Pine St., St. Louis, Mo. (W) Young People, teen ages. Moral short-stories 2000 to 2500, serials 20,000 to 25,000, general-interest articles 1500 to 2500, verse, miscellany. O. T. Anderson. $\frac{1}{4}$ to $\frac{1}{2}$ per M., Acc.

Funnies, The, 100 5th Ave., New York. (W-10) Boys 8 to 18. Action short-stories 2000 to 4000. Comic art, miscellany. Edythe Seims. 1c, Acc.

Girlhood Days, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Ages 12 to 18. Short-stories 1800 to 2000, out-of-door type, serials, articles, miscellany. $\frac{1}{3}$ c up, Acc.

Girls' Circle, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 13 to 17. Short-stories 2500, serials 9 to 10 chapters, articles 100 to 2000, poems up to 20 lines. Erma R. Bishop. $\frac{1}{4}$ to $\frac{1}{2}$ to 5, Acc.

Girls' Companion, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 13 to 17. Short-stories 2000 to 3000, serials 6 to 8 chapters 2400 each, illustrated articles 800, editorials 1200 to 1400 and under 800. David C. Cook, Jr. $\frac{1}{2}$ c, verse 10c line, photos $\frac{1}{2}$ to $\frac{1}{4}$ to 3, Acc.

Girls' World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W) Ages 13 to 16. Short-stories 2500, serials, miscellany. $\frac{1}{2}$ c, Acc.

Haversack, The, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys, 10 to 17. Short-stories 2000 to 3000, serials 8 to 10 chapters, miscellany. $\frac{1}{2}$ c up, Acc.

High Road, The, M. E. Church So., 819 Broadway, Nashville, Tenn. (W) Family reading. Short-stories 2500 to 3500, serials 8 to 12 chapters, miscellany. $\frac{1}{2}$ c up, Acc.

Intermediate Weekly, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. Wholesome stories with purpose, for young people, boy and girl characters. Short-stories 1200, serials 6 to 12 chapters not over 2000 each; descriptive, travel, biographical, practical articles up to 2000; verse. Noble Van Ness, Novella Dillard Preston. $\frac{1}{2}$ c, poems $\frac{1}{2}$ to $\frac{1}{4}$ to 2.50, Acc.

John Martin's Book, 300 4th Ave., New York. (M-50) Children up to 12. Informative articles up to 2000, little tot short-stories 1000 to 1200, short stories of fact, romance, fancy for older children up to 2000; serials, boy and girl appeal, 6 chapters of 2500; short and narrative verse, craft articles, continuity jokes. John Martin; Helen Waldo, assistant. 1 to 3c, verse 25c line up, Acc.

Junior Boy, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 9 to 12. Wholesome adventure short-stories 1200; serials 2 to 10 chapters, articles up to 1200, verse. Noble Van Ness. $\frac{1}{2}$ c, verse $\frac{1}{2}$ to $\frac{1}{4}$ to 2, Acc.

Junior Christian Endeavor World, 41 Mt. Vernon St., Boston. (W) Short-stories 1500, serials, miscellany. Robert P. Anderson. $\frac{1}{2}$ c, Acc. (Overstocked on short-stories.) celly. Mabel Hanson. $\frac{1}{2}$ c, Acc.

Junior Girl, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 9 to 12. Adventure, achievement short-stories 1200, serials 2 to 12 chapters 1200 each, verse up to 5 stanzas. Novella Dillard Preston. 1/3c, verse \$1 to \$2.50, Acc.

Junior Home Magazine, 1018 S. Wabash Ave., Chicago. (M-25) Juvenile short-stories, "how-to-make" articles, miscellany. Bertha M. Hamilton. 1c, Pub.

Junior Joys, Nazarene Pub. Soc., 2923 Troost Ave., Kansas City, Mo. (W) Boys and girls 9 to 12; short-stories 1500 to 1800, serials 6 to 12 chapters, short miscellany. Mabel Hanson. 1/4c, Acc.

Junior Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 8 to 12. Short-stories, serials, verse. 1/3c, Acc.

Juniors, M. E. Church South, 810 Broadway, Nashville, Tenn. (M-5) Brief short-stories, articles, poems, for children 9 to 12. Estelle Haskin; Mrs. L. C. Summers. 1/4c, Acc.

Junior World, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Children 9 to 12. Short-stories 500 to 3000, serials 8 to 12 chapters, poems up to 16 lines, informative articles 200 to 600, jokes, skits, anecdotes. Hazel A. Lewis. \$4 to \$5 per M., Acc.

Junior World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-8) Children 9 to 12. Short-stories up to 2500, serials, miscellany. Owen C. Brown. \$5 per M., Acc.

Kindergarten Primary Magazine, 278 River St., Manistee, Mich. (Bi-M-20) Ages 4 to 6. Short-stories up to 300, short verse; articles on child training up to 1500; games, instructive playlets. Grace C. Dow. \$1 to \$5 per article, verse 25c to \$1, Acc.

Little Learner, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 2 to 5, short-stories 600 to 800, short articles 100 to 300, verse up to 12 lines. David C. Cook, Jr. 1/4c up, Acc.

Lutheran Boys and Girls, Lutheran Pub. House, 1228 Spruce St., Philadelphia. Ages 12 to 14. Low rates, Acc.

Lutheran Young Folks, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Older boys and girls. Illustrated descriptive articles, short-stories 3000 to 3500, serials 6 to 12 chapters. Fair rates, Acc.

Mayflower, The, Pilgrim Press, 14 Beacon St., Boston. (W) Children under 9. Short-stories 300 to 700, verse. Fair rates, Acc.

Model Airplane News, 1926 Broadway, New York. (W-10) Articles on airplane construction; fiction. J. Loftus Price. 1c, pictures \$3, Acc.

Olive Leaf, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, medium ages. Adventure stories 500 to 700. Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. 1/4 to 1/2c, Pub.

Onward, Box 1176, Richmond, Va. (W-3) Young people. Short-stories, serials dealing with character development. Louise Slack. \$3 to \$5 per M., Acc. (Overstocked.)

Open Road for Boys, 130 Newbury St., Boston. (M-10) Boys' interests. Aviation, sport, adventure, humorous, short-stories 2000 to 3500, serials up to 40,000, articles 1000 to 1500. Clayton H. Ernst. Up to 1c, Acc. and Pub.

Our Little Folks, United Brethren Publishing House, Dayton, O. (W) 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to 1/4c, Acc.

Our Little Ones, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) Very little children. Short-stories 300 to 600; verse. 1/4c, Acc.

Picture Story Paper, 150 5th Ave., New York. Children 4 to 8. Short-stories 300 to 800, verse. 1/4c to 1c, Acc.

Picture World, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories 400 to 800, verse. \$3 to \$4 per M up, verse 50c stanza, Acc.

Pioneer, The, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 12 to 15. Short-stories 2500 to 3000, serials 6 to 8 chapters 2500 each, illustrated articles 800 to 1000. Dr. John T. Faris. Articles 2/5c up, stories \$12 up, photos 50c to \$2, Acc.

Play Mate, 3025 E. 75th St., Cleveland, O. (M-15) Juvenile short-stories 1750, divisible into units of 350, poems, editorials on child psychology. Richard Sidney Bennett. 1c, Pub.

Portal, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Girls 9 to 15. Short-stories 1500 to 3000, serials 20,000 to 25,000, articles, miscellany. Wilma K. McFarland. Fair rates, Acc.

Queen's Gardens, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2300 to 2800, serials 6 to 8 chapters, articles 800 to 1000, fact items, fillers, 300 to 500. Dr. John T. Faris. 2/5c to 1/4c, Acc.

Ropeco Magazine, Rogers, Peet & Co., 842 Broadway, New York. (M-Free) Boys 5 to 16. Adventure, animal, boy-interest short-stories, articles, jokes, miscellany. Miss L. F. Roth. 1/4c, Acc.

St. Nicholas, 55 W. 42d St., New York. (M-35) Boys and girls 10 to 18. Juvenile, out-door, adventure, animal, historical short-stories, serials, articles. Albert Gallatin Lanier. 1c, Acc. (Overstocked.)

Stories, Presbyterian Board of Pub., 420 Witherspoon Bldg., Philadelphia. Primary children. Character-building short-stories 500 to 800, verse. 1/4c, verse 50c per stanza, Acc.

Storyland, Christian Bd. of Pub., 2712 Pine St., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000, poems 4 to 12 lines, simple puzzles. Hazel A. Lewis. \$4 to \$5 per M., Acc.

Storytime, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Children 6 to 9 and parents. Short-stories 300 to 600, articles 100 to 300, verse. Mrs. Ruth Taylor. 1/4c, Acc.

Sunbeams, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Children under 10. Short-stories not over 400, with illustrations. Fair rates, Acc.

Sunshine, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Children under 10. Short-stories with illustrations not over 400. Fair rates, Acc.

Target, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 3000, serials of character development 20,000 to 30,000, articles 1200 to 1500, editorials 500, verse 8 to 36 lines, fact items, fillers 100 to 500. Dr. E. S. Lewis; Alfred D. Moore, Ass't. 1/4c up, verse \$2.50 up, photos \$1 to \$3.50, Acc.

Torchbearer, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls 10 to 17. Short-stories 2000 to 3000, serials 8 to 10 chapters, articles 1800; miscellany. 1/4c up, Acc.

Watchword, The, United Brethren Pub. Society, Dayton, O. (W) Short-stories, serials, for young people, miscellany. E. E. Harris. 1/5c, Acc.

Wee Wisdom, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Uplifting short-stories 800 to 2500, serials 2500 to 8000, verse, puzzles. Jane Palmer. Up to 2c, verse up to 25c line, Acc.

Wellspring, The, Pilgrim Press, 14 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories, serials, verse, miscellany. 2/3c, Acc.

What to Do, D. C. Cook Pub. Co., Elgin Ill. (W) Boys and girls 9 to 12. Short-stories 2000 to 2500, serials under 6 chapters 2500 each, articles, editorials up to 800. Helen Miller Stanley. \$5 per M up, Acc.

Young Churchman, The, 1801 Fond du Lac Ave., Milwaukee, Wis. (W-5) Material for boys and girls 10 to 15. Pearl H. Campbell. Moderate rates, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) Children's paper of W. C. T. U. Temperance, health, anti-tobacco, character-building articles and short-stories up to 1500; puzzles. Edith Grier Long. Moderate rates, Pub. No payment for verse.

Young Israel, 11 W. 42nd St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200 to 1500, verse. Elsa Wehl. Under 1c, verse \$5, Acc.

Young People, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) 17 years up. Short-stories 2000 to 3000, serials, articles, miscellany. Owen C. Brown. 1/4c, Acc.

Young People's Friend, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Educational articles, essays 1000 to 1500, short-stories 1200 to 2500, serials 5 to 15 chapters, editorials, verse 3 to 8 stanzas. L. Helen Percy. \$2 to \$3 per M, verse 5c line, Pub.

Young People's Paper, 1816 Chestnut St., Philadelphia. (W) Teen ages. Feature and inspirational articles under 1500, short-stories up to 3000, serials 13,000. \$4 to \$5 per M., Acc.

Young People's Weekly, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 17 to 25. Short-stories 3000, serials up to 8 chapters, illustrated articles, miscellany. Helen Miller Stanley. \$5 per M up, Acc.

Youth, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Young people, high-school age. Solution of problems from standpoint of Christ teachings. Short-stories 1500 to 3500, articles 500 to 1500, poetry 4 to 16 lines. Photos of accomplishments of youths. Ernest C. Wilson. 1 to 3c, verse 25c line up, Acc.

Youth's Comrade, The, Nazarene Pub. Soc., 2923 Troost Ave., Kansas City. (W) Boys and girls, high school age. Short-Stories 2000, serials, articles, miscellany. 1/4c, Acc.

Youth's World, Am. Baptist Pub. Soc., 1703 Chestnut St., Philadelphia. (W) Boys, teen ages. Short-stories up to 2500, serials 4 to 8 chapters 2500 each, articles 100 to 1000, editorials up to 500, fact items 50 to 100. Owen C. Brown. 1/4c, photos 25c up, Acc.

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Literary Market Tips

Gathered Monthly From Authoritative Sources

Triple-X-Western is to be the new title of *Triple-X Magazine*, one of the Fawcett group at Robbinsdale, Minn. Jack Smalley, assistant general manager, writes that this change has been accompanied by a reorganization and complete change of policy. "The magazine will carry seven or eight Western stories a month, to include short-stories up to 8000 words, novelettes of 15,000 to 20,000 words, and serials of 45,000 to 60,000 words. A requirement of the longer lengths is a thread of romance, which must not be of the gushy sort and should be a minor development of the plot. Three or four general adventure stories will be carried also, but *Triple-X-Western* is overstocked with these at present. The new rates announced are 1½ cents a word and up."

The Modern Screen Magazine and *The Modern Love Magazine*, 100 Fifth Avenue, New York, are announced as forthcoming new magazines to be distributed through the Kress & Company stores system. Material, it is understood, will be of high-class popular character and paid for at good rates.

Oriental Stories, 840 N. Michigan Avenue, Chicago, is a new magazine of the Popular Fiction Publishing Company, which will appear September 15th. It will be edited by Farnsworth Wright, also editor of *Weird Tales*. The magazine will use stories of Asia, Asia Minor, the East Indies, and the Near East, including Egypt and the North African littoral, which is oriental in language and character, though not in geography. It will be the purpose of the new magazine to express in fiction the glamor and mystery of the East. It will print stories of adventure and red war, of romance and mystery, also historical tales—stories of Ghengis Khan, Tamarlane, the Crusades, and the British conquest of India. No serials will be used, but short-stories and novelettes up to 15,000 or 18,000 words. Stories will be paid for at 1 cent a word on publication.

Holiday, Chrysler Building, New York, the new magazine of travel, recreation, sport, and adventure, scheduled for appearance in October, is to be published under the auspices of the American Automobile Association, and supersedes *The American Motorist*. It will feature human-interest travel material, much of it by leading authors, and announces rates up to 7 cents a word, payable on acceptance.

Physical Culture, 1926 Broadway, New York, announces the appointment of Harry Payne Burton, formerly editor of *McCall's* and later editor-in-chief for Alfred A. Knopf Company, as editor.

Miniature Golf Player, Keystone Publishing Company, Los Angeles, is announced as a new monthly magazine.

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College Life, 25 W. Forty-third Street, New York, announces, "We have been paying 1 cent a word for material, but are increasing the rate to 1½ cents a word minimum." N. L. Pines, editor, writes: "The fiction needs of *College Life* are highly specialized, yet so clear that any manuscript aimed directly at the mark ought to hit home. We want stories of 4000 to 6000 words with a collegiate atmosphere—strong, swift-moving stories of adolescent problems in which there is sex interest but not overemphasized. These stories must never be melodramatic, never in the Rover Boys or Horatio Alger spirit. They must be realistic, tensely interesting, and psychologically true. Moreover, they must veer away from the rut—there are so many outworn college-story plots that are being used again and again and are as familiar as the 'Old Oaken Bucket'! We get these stories every day—and send them back pronto! Get the idea? We want stories of the same high-class type that might appear in the very swell-est smoothies—with a splurge of college color and a dash of spice to complete the picture. Purely psychologic and character studies taboo. Our readers want action—but at the same time don't believe in melodrama. We need stories right away—payment immediately on acceptance. Send us more—and better—material. Sad to state, the majority of the stories we are receiving today, even from our regulars, are below the standard we set for ourselves at the start."

Mystic Magazine, Robbinsdale, Minn., a new magazine of the Fawcett group, will be on the stands September 1st. Jack Smalley, assistant general manager, writes: "*Mystic Magazine* is not in the market for departments or articles on palmistry, numerology, character analysis, astrology, or other forms of divination, as the board of contributing editors supply these needs. It does want articles on clairvoyance, clairaudience, vampirism, ghosts, hauntings, spiristic phenomena, interviews with accredited mystics, Hex murders, spirit drawings, telepathy, adventures in the occult in foreign lands, and many other subjects which are allied. Articles should be treated in a popular and even spectacular style, and where possible, should be accompanied by photographs. Liberal rates are paid immediately upon acceptance, which is in from ten days to two weeks. W. H. Fawcett is editor, Maitland Scott associate editor."

George H. Doran has resigned as vice-president of Doubleday, Doran & Company to join the Hearst organization. He will devote much of his time to the Hearst book publishing interests, but also will be affiliated with the Hearst magazines and newspapers in an executive capacity. Russell Doubleday, who has been secretary and director of Doubleday, Doran & Company, will succeed him as vice-president.

Indiana Farmer's Guide, Huntington, Ind., a weekly, purchases some farm and garden material from freelance writers, payment being shortly after publication at about 25 cents a column inch.

A Criticism by Uzzell

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Mystic World, 527 S. Clark Street, Chicago, is a new magazine to be published monthly beginning with September and edited by Ross K. New, formerly managing editor of the *Occult Digest*. The latter, he states, has no connection with the new magazine. "We have sufficient material for the present," writes Mr. New, "but later will require educational, scientific, entertaining fact and realistic fiction pertaining to body, mind, and spirit from the occult, mystical, psychological side of life." No contests. Rates and methods of payment for material are not stated.

The Irwin Publishing Company, 143 W. Twentieth Street, New York, which issues *Hot Stories*, *Joy Stories*, and *La Paree*, has been reported as slow in payments by many authors. Responding to these complaints as reported in the A. & J., Mrs. Merle W. Hersey, editor, writes: "In the last ten months we have brought out twenty issues of different magazines, incurring about \$5000 indebtedness to authors and illustrators. In the same period we have paid off more than three-fourths of the accounts. Now, because some few of these authors have not been paid in full, I suppose they write to you and complain, and you in turn send out a general alarm. . . . Mr. Donenfeld is a responsible business man with excellent standing in the community and should in no way be allied with the fly-by-night publishers who bring out one or two or three issues of a magazine and then quit without paying up their bills. He meets his obligations, and with the exception of a few authors, has met and paid for all MSS. to date." THE AUTHOR & JOURNALIST hopes that these "few authors" will soon be paid and that the Irwin Magazines will develop into substantial markets.

School Activities, 1273 Buchanan Street, Topeka, Kans., edited by C. R. Van Nice, writes that it is in need of items dealing with local-talent entertainment; brief articles on entertainment and money-making plans; boiled-down articles on extra-curricular activities, and, more frequently, original material in the nature of games, stunts, money-raising plans, one-act plays, poems, songs, monologues, entertainment features, and jokes that are really funny. No fiction, features, or news desired. Rates and methods of payment are not stated.

Sports Afield, Chicago, and *Trails of the Northwoods*, Minneapolis, have combined under the name *Sports Afield and Trails of the Northwoods*. Publication offices will be at 1645 Hennepin Avenue, Minneapolis.

Southern Ruralist, Atlanta, Ga., buys but little, if any, material from Northern writers. Its articles come from writers in Southern states, and must have a Southern slant. Fiction may deal with other sections, but is nearly all Southern. The magazine pays about 1/2 cent a word, after publication, for garden and short farm material. Longer articles are paid for in prizes.

Popular Publications, Inc., 220 E. Forty-second Street, New York, announce the following titles and requirements for their new group of magazines. Harry Steeger, editor, who is associated with H. S. Goldsmith in the launching of the new group, writes: *Battle Aces* will be limited to flying stories with a war background. In accepting material for this book, I should like to stress the point that we are looking for stories with an original idea or an original twist. That they should be packed with fast action goes without saying, of course. It is not necessary, however, that all of the action of a story take place up in the air. It is necessary, notwithstanding, that all stories have a distinct air feel to them and that the essential motivation of the story emanate from an air source. In other words, we are looking for genuine air stories with new plots. Novelettes, 15,000 words and under, short-stories around 5000 and 6000 words. Our Western magazine, *Western Rangers*, is to contain stories in which the characters or participants are emphasized as strongly as the action of the story. We are looking for stories that have a distinct Western flavor to them and we feel that this combination of character plus action will strike nearest to what we are accepting. It is increasingly difficult to obtain anything in the nature of new plots, but we want to make sure that the execution, even if the plot be not startlingly unique, is well handled. Novelettes, 15,000 words and under, and short-stories 5000 and 10,000. In *Detective Action* we are seeking stories which fall in the category of mystery of action, rather than the deductive type, although we are filling out now and then with a story of this latter classification. The book will be composed in the main of novelettes, with two or three good short-stories in each issue. Novelettes around 15,000 words, short-stories 3000 to 10,000 words. *Gang World Magazine* will be run along the lines of a detective magazine with the exception that the viewpoint is different. In the detective magazine, the action is viewed through the eyes of the detective or the investigator of the crime. In *Gang World*, the action will be viewed through the eyes of the underworld element. The characters, in addition, will be of a tough, more realistic variety. In this book we will use one or two novelettes each month and the rest of the issue will be filled with short-stories and feature articles. Novelettes, 15,000 words and under, short-stories between 5000 and 10,000 words. Rates on all four magazines will run from approximately 1 cent a word upward, and payments will be made upon acceptance.

Nature Magazine, 1214 Sixteenth Street, Washington, D. C., which recently asked for articles dealing with the nature hobbies of prominent men and women, informs a contributor that it is now "greatly overstocked with article material on all subjects."

Smart Set, recently repurchased by the Hearst interests, has indefinitely suspended publication.

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Mrs.*) is still working with me, but three of her stories have been purchased by *Adventure*.

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These fees are *inclusive*. They cover a detailed, constructive criticism of anywhere from 1,500 to 6,000 words if unavailable; if a story is available, or can be made so by revision, *the fee covers all such work, including typing, submissions, etc.* In brief, I back my judgment of a story with my time and money, instead of asking the author to do so.

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The American Radio and Television Agency, 190 N. State Street, Chicago, advises: "There is a field opening up for continuity writers, which eventually will prove valuable to people who can do this kind of work. We are anxious to get in touch with writers for this purpose." The company, it is understood, undertakes to place suitable radio material on a commission basis. It sends the following suggestions to aspiring radio continuity writers: "According to the general program director of one of the largest broadcasting stations, a continuity is 'an act or state of continuing, which lends itself to mental impression.' Broadly speaking, it may be a narrative of imagination or a series of historical facts, so arranged as to appeal to the ears of the amusement seeker, or to those more serious persons reaching out for knowledge. In other words, it is nothing more than a well-told story, and may be intended for one broadcast only or may be arranged to continue the same story in installments from week to week. In a great many cases, program managers speak of anything arranged for broadcasting, as a continuity; whether it is a play, an opera, a story or a musical arrangement, provided it is a laid-out plan of broadcasting anything. One might say—

'Here is a series of plays dealing with Colonial life, which would make a good continuity,' or, let us say:

'Here is a nicely arranged musical program, embracing selections from all of the great masters, with dialogue leading up to their experiences in composing these classics.' Another one might be:

'A thread to hang a vaudeville bill on, giving opportunity for all kinds of songs and musical selections, with introductory remarks, such as a master of ceremonies makes.'

In fact, the person who possesses the ability to create and the skill to tell a humorous story, is the one most likely to find continuity writing lucrative, and to such persons there is a broad and profitable field. All continuities should be written in dialogue and the character speaking may be on the left margin or in the center of the page, as—

JOHN: I understand that Hiram Hireout broke his leg today.

HENRY: He needn't have gone to the trouble; I'd have done it for him.

Or—

JOHN.

I understand that Hiram Hireout broke his leg today.

HENRY

He needn't have gone to the trouble; I'd have done it for him.

A continuity should run from ten minutes to half an hour, and never any longer, except by special understanding. However, some put on a full hour, but that is unusual. The writer should bear in mind that the language is to be *spoken*, so due consideration must be given to that. Also keep the number of characters down as much as possible. It is generally desirable to provide for the introduction of songs and music. If possible, indicate the quality or style of music which best fits the subject and the action. The entertainment is generally sponsored by some advertising firm and at present is sold in half-hour periods and as a rule for thirteen, twenty-six, or fifty-two weeks; therefore the writer should be able to provide a program

for that length of time. If it proves satisfactory to the station and the sponsors, we arrange to sell your Continuity on a commission basis. The best plan is to send us about three installments to submit to the broadcasting stations and advertisers."

American Trapper, Plymouth, Calif., N. E. Sharp, editor, offers to pay $\frac{1}{4}$ cent a word for articles on trapping, supposedly on acceptance. Articles must treat strictly of traps and trapping—any section of the country—and may be from 200 to 2000 words in length. Pictures may be included or not. Though rates are very low, the concern is reported to be reliable.

A contributor writes: "The best season for submitting articles on trapping, fur farming and the like is in September and October. The publications named below offer good markets for such, anywhere in length from 200 to 1500 or more words. Some pay on acceptance and some on publication, while the rates range from $\frac{1}{2}$ to 1 cent a word. One advantage of submitting to these publications is that few, if any, object to the writer selling the same article to another farm paper, provided it does not cover the same territory. Naturally, the weekly papers use more trapping material than the monthly publications. All these are reliable. Any of these papers will accept photos to illustrate the articles, for which extra allowance is made averaging \$1 per picture: *Northwest Farmer*, Winnipeg, Man., Can.; *Free Press Prairie Farmer*, Winnipeg, Man., Can.; *Farmer's Advocate*, London, Ont., Can.; *Family Herald & Weekly Star*, Montreal, Can.; *Saskatchewan Farmer*, Regina, Sask., Can.; *Michigan Farmer*, Detroit, Mich.; *Western Farm Life*, Court Place, Denver, Colo.; *Wyoming Stockman-Farmer*, Cheyenne, Wyo.; *Washington Farmer*, Spokane, Wash.; *Stock & Dairy Farmer*, Duluth, Minn.; *The Farmer*, St. Paul, Minn.; *Oklahoma Farmer and Stockman*, Oklahoma City, Okla.; *Montana Farmer*, Great Falls, Mont.; *Dakota Farmer*, Aberdeen, S. Dak.; *Ohio Farmer*, Cleveland, Ohio."

Sport Story Magazine, 79 Seventh Avenue, New York, "is particularly interested in short material at this time," writes Lawrence Lee, editor. "We are always glad to see work by new authors as well as by the established men. We like a good human-interest story in which athletics are involved. We like a great deal of suspense in the story and emotional relief at the end. We buy sport stories about three and a half or four months ahead of the calendar season for the sports. We like all kinds of sports—especially those which are rather neglected by the authors. As an example, most authors think of writing of boxing, football, and baseball. A good story of these sports always is welcome, but we are even more anxious to find a good piece of work about six-day bicycle racing, handball, indoor track, basketball, indoor tennis, water polo, and other such sports—especially hockey." *Sport Story* is one of the Street & Smith group and pays good rates on acceptance.

SUCCESS--What Are You Doing About It?

Real success at writing cannot be measured by the haphazard sale of a few stories. It means **consistent appearance** in an ever-increasing number of magazines with the consequent gain in the writer's reputation and prestige. It requires concentration and direction of effort into profitable channels and cutting the production of "duds" to a minimum.

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"This 'Unfair Weapons' you just sold for me had been kicking around in my files for two years and a half. It was one of the first confessions I wrote when I went to free-lancing January two years ago. All I did to it was revise it considerably and give it a new title when I sent it to you . . ."—E. R. B.

"Received your check covering the sale of my story 'Through The Rain' to Love Story Magazine. It came as a surprise as I had quite reconciled myself to a long wait before I had the good fortune to make another sale. Thank you again. I am

more than grateful for the opening you have found for me and will do my best to follow your advice and so keep it 'open.' It is particularly pleasing in the field as I have been repeatedly warned by critics and teachers during my brief career with them to keep away from love stories and stick to humor."

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"Your letter, together with check for 'Hair Trigger Trouble' came yesterday. I was pleased, and appreciate your perseverance in sending it around, and your knowledge of its best chances." N. B. W.

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The Simplified Training Course is the business man's choice of fictional training. More are enrolled in the S. T. C. than in any other course or institute. This is significant. It is a stamp of approval that is highly impressive.

Below are comments on the Simplified Training Course services written without solicitation by a few business men, who are S. T. C. students:

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"Thank you for taking so much trouble over assignment 76. It has interested me exceedingly, and I will make a story out of it as soon as I have my present work out of the way. It has been a very great pleasure to work with you, and I am honestly sorry that assignment 109 is the only one between me and the end."—C. F. Wright, St. Paul, Minn.

BUILDER AND REALTOR

"I really enjoy the work; it is a genuine pleasure. One thing I like about the Simplified Training Course is the way it broadens out the scope of writing. By demanding every conceivable form of creative thought and writing, you force a certain adroitness and breadth of treatment, whether one likes it or not."—D. T. Duncan, Los Angeles, Calif.

SALES MANAGER FOR INDUSTRIAL ENGINEERING FIRM

"Last week I was in New York and stopped to have a talk with Bittner of Argosy. What he had to say about the S. T. C. and its million-word requisites would cause your head to expand. I always know I am going to get something worthwhile when I receive your criticisms on my assignments. I consider David Raffelock the best instructor and critic."—J. E. Mair, Mars, Penna.

ROOFING CONTRACTOR

"In enjoy your criticisms, both the pleasant and otherwise, and appreciate the personal touch and sense of humor pervading your notes. I feel that I am gaining much in pursuance of this course."—Benn Marston, Seattle, Wash.

EXPORTER

"I am now centering all of my spare time on the Simplified Training Course, having the whole morning to devote to study. I expect to improve decidedly. Your criticisms are very pointed and helpful."—K. McCormick, New York City.

DEPARTMENT STORE ADVERTISING MANAGER

"I am very much pleased with the first set of assignments. It has already given me several pointers which have helped me in stories I am turning out. I expect to find much later which will help me increase my percentage of sale."—G. C. Colin, Wichita, Kans.

Journal of Education, 6 Beacon Street, Boston, Isobel R. Lay, managing editor, writes: "Teachers especially are invited to send us stories of 1000 to 2000 words. These stories should deal with class-room experiences or school characters, and may well convey some principle of value to school teachers or administrators. The magazine pays on acceptance at \$5 to \$10 for each story."

□ □ □ □

British Market News

Leng Publications

My Weekly, issued by John Leng and Co., Ltd., Bank Street, Dundee, Scotland, desires serials of 60,000 to 80,000 words, short-stories with love interest, 4000 words, and feminine articles up to 1000 words, suitable for working classes and family reading.

People's Friend, also by Leng, is a similar publication dealing with topical and domestic subjects. Stories should be 3500 words in length, articles 700 to 1000 words. Household hints, and poetry also are used.

People's Journal is another Leng publication essentially for family reading. It uses serials with strong love interest, topical articles, life and adventure stories. The serials should not exceed 60,000 words, articles 1500 words. Short-stories of 4000 words dealing with Scottish life and character are welcome.

Dundee Courier and Advertiser, Leng's daily newspaper, is in need of articles having wide appeal, also those containing real humor and human interest.

Among Leng's other publications there is a good market for novelettes.

White Heather Novels, uses love stories of 50,000 words.

Ivy Stories, complete stories of the same length suitable for girls and young women.

People's Friend Library, love and domestic novels of 80,000 to 100,000 words.

□ □ □ □

Prize Contests

Hollywood-Marvel Products Co., 1023 N. Sycamore Avenue, Hollywood, Calif., offers a prize of \$1000 cash and a free trip to Hollywood for the best name for a new "body powder." Each contestant can send only one name—sending of more than one by same person will cause all from that person to be thrown out. Contest closes December 20, 1930.

Judge, 18 E. Forty-eighth Street, New York, makes the following statement: "If you know of any freak laws send them in. We will send you \$5 for any we are able to use." The freak laws are such as that a man must not shave on Sunday.

The Writer, Harvard Square, Boston, announces a "Shocker" contest. Plot the first chapter of an original mystery story and summarize in 200 words. Prizes are \$15, \$10, and a year's subscription for all other summaries accepted. Closing date, September 30.

Scribner's Magazine, 597 Fifth Avenue, New York, "wishes to correct the erroneous impression that the winner of its \$5000 prize long-story contest has been selected. The contest does not close until September 20. The confusion arises from the fact that *Scribner's* is publishing contestant stories as rapidly as it can find them. All manuscripts received before September 20 will be considered for the contest, and the winner announced as soon after as possible. In addition to the prize offered, the winning story will be offered book publication by Charles Scribner's Sons.

True Story Magazine, 1926 Broadway, New York, has resumed its monthly competitions, which had been suspended during July and August. Each month a first prize of \$2000, second of \$1000, two third prizes of \$500, and five fourth prizes of \$200 each, are offered for best first-person confessional stories submitted. They must be addressed to True Story Manuscript Contest. The Macfadden Company has issued a helpful booklet, "Facts You Should Know About the True Story," which it will mail upon application.

Kaleidoscope, A National Magazine of Poetry, 702 N. Vernon Street, Dallas, Tex., announces a number of new contests, including the second series of Better Poetry Prizes, ranging from \$5 to \$50, and \$1 monthly prizes. In a composite poem contest, known as the "Dollar-a-Line" contest, \$1 is paid for each line used in building a poem. The editors will send further information on receipt of stamped, self-addressed envelope.

Houghton, Mifflin Company, 2 Park Street, Boston, offer a \$50 prize for the best constructive suggestion for selling more books, based on the volume, "Books: Their Place in a Democracy," by R. L. Duffus. Suggestions must be typewritten and mailed to reach the company not later than October 1, 1930.

Good Housekeeping, Fifty-sixth Street and Eighth Avenue, New York, announces a contest for best letters on "The greatest living American woman." First prize is \$500; second, \$250; followed by ten of \$100 each, twenty-five of \$50 each; forty of \$25 each, and 100 of \$10 each. A ballot form, printed in the magazine, must be filled out, and accompanied by a letter of not over 200 words, telling why the woman selected for first place is the greatest. Closing date, December 20, 1930.

Capper's Farmer, Topeka, Kans., offers a first prize of \$10, and twenty prizes of \$2 each for best fifth lines to the following limerick:

He was spooning with dear little Nell
And was really progressing quite well
When the girl saw a kitty
She thought was so pretty—

Only one answer allowed to each contestant. Contest ends September 30, 1930. *Capper's Farmer* also offers first prize of \$10, and twenty prizes of \$2 each, each month, for best name for picture on front cover. Necessary to see magazine for this.

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Reporter on Youngstown, Ohio, Daily

"I can see a lot of things in successful short-stories nowadays that went over my head before enrolling for the S. T. C. I believe I'm getting a glimpse into what 'makes the wheels go 'round' in fiction, and if I never get another thing out of it, I'll consider my money (by the way, I've even forgotten how much it was) well spent. And furthermore, I am beginning to see what a damfool I was to expect anything but rejection slips from the stuff I sent out before having your training."—Wm. L. Powers.

Owner and Publisher Dalhart, Texas, Newspaper

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Reporter on Oklahoma City, Okla., Daily

"Thanks for the complimentary criticisms of lesson group one, but thanks more for the uncomplimentary ones. I'm surely satisfied now, after having studied two of the lesson groups, that the Simplified Training Course is going to teach me those things about writing that I don't know and which will enable me to sign checks much sooner than I would be able to do if I had seen fit to learn all these things from experience. You can rest assured that I shall heartily recommend the S. T. C. training to anyone who asks me about it."—Ernest W. Fair.

Reporter on St. Louis, Mo., Daily

"I am very pleased with the Simplified Training Course, because it is the best in the country. I know; I've looked over several others."—Wayne Parker.

Staff Writer Haldeman-Julius Publications, Girard, Kans.

"I really enjoyed this assignment. I received my returned lessons with your comment and criticisms which I appreciate highly."—Russell Winterbotham.

Reporter on Sharon, Penn., Daily

"You may be interested to know that I have sold 'An Epic in Mud' under a new title, 'The Mud Runner,' to Blue Book. This story was written for the action story in lesson two. Your letters of criticism are helpful to me, and I thank you for them."—Geo. Piddington.

A New and Important Textbook for the Fiction Writer The Short-Story Craftsman

By HATTIE HORNER LOUTHAN

Hattie Horner Louthan is head of the English department of the University of Denver College of Commerce; author of textbooks on rhetoric, letter-writing, etc.; author of three novels, two books of verse, a book of travels, various educational pamphlets, and magazine contributions; graduate of Kansas State Teachers' College, Bachelor of Pedagogy, Bachelor of Letters from University of Denver; Lecturer on English subjects for educational institutions and literary clubs. See "Who's Who in America." The "doctrine" of the lectures constituting this volume has been repeatedly tested out on scores of writers, now professional and semi-professional. On a recent survey of successful Colorado writers, compiled by the Colorado Association, thirty-three are graduates of Professor Louthan's lecture courses.

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JOURNAL FIELD

Museums, 3732 Van Ness Street, Washington, D. C., is edited by Ralph Clifton Smith, who reports, "Contributions to this magazine come almost wholly from museums and are rarely paid for."

Dry Cleaning Progress is the new name of *Liberty Cleaner and Dyer*, 411 Rio Grande Avenue, Fort Worth, Texas. V. E. Martin is editor. This magazine covers the South and Southeast. It pays on publication at about ½ cent a word.

Motor Freight has been merged with *Bus Journal*, published by Kenfield-Davis, 431 S. Dearborn Street, Chicago. The new magazine is styled *Motor Freight and Bus Journal*. The management writes a *Motor Freight* contributor, "We will be pleased to have you continue to submit such articles as you have, and should you be able to provide anything that is of interest to the bus field, we will be pleased to have you do that also." The rate is 1 cent a word.

The American Florist is now published by The Associated Floral Publishing Co., 328 S. Jefferson Street, Chicago. N. Welsh is editor. This magazine is in the market for timely material, paying 20 cents an inch, approximately ½ cent a word. Remittances are made about the tenth of each month for material published during the preceding month.

Announcement that *Jewelers' Circular*, for many years a weekly, is to become a monthly with the September issue, calls attention to the increasing difficulty of maintaining weekly issue in the business-paper field. *Jewelers' Circular* is now a United Business Papers publication, edited by A. M. Clark at 239 W. Thirty-ninth Street, New York. Fair rates.

Aviation, Tenth Avenue at Thirty-sixth Street, New York, has become a monthly. A weekly, *Aviation News*, has been established, edited in the same office. These are McGraw-Hill papers, and largely made up of staff-prepared material. They offer a limited market for the free-lance. Rates, 1 cent or better.

The Northwest Recreation and Resort Journal, monthly, has been launched at Seattle, Wash. John J. McCall, Pacific Building, is publisher.

Hotel World, 6245 Michigan Boulevard, Chicago, changes from weekly to monthly publication in September. J. O. Dahl is editor. A weekly pictorial tabloid will be issued, *Hotel World Pictorial*.

T. P. A. Travelers Magazine, St. Louis, has been discontinued.

Radio Broadcast is now published by Edward Lyman Bill, Inc., 420 Lexington Avenue, New York.

SHOCKERS
Wanted - -

A new idea in contests. A fascinating test of your ingenuity. Plot the first chapter of a mystery story never published before. Simply summarize it in not more than 200 words. No need to develop the plot beyond the first chapter. First prize, \$15; second, \$10. Year's free subscription for all other summaries accepted. Contest closes September 30. Send for details to

The Writer

Pioneer Magazine for Authors

Harvard Square
Cambridge, Mass.

Tire and Auto Accessory Topics, 250 W. Fifty-seventh Street, New York, writes that it will send a sample copy to writers interested in submitting material to its columns. It is interested in success stories of tire and auto-accessory dealers, particularly those operating the super-service stations—that is, stations supplying all service necessary for a car except motor repairs. These stories should be accompanied by a photograph of the subject's place of business. Also interested in successful attention-getters and advertising employed by dealers. Whenever possible, samples of advertising, etc., should accompany these articles. Preferred lengths: 1200 to 2000 words, reports within ten days; payment at ¾ cent per word on publication; photos, \$2.50. Thomas McAuliffe is editor.

Discontinued

The Wholesaler Salesman, New York.

AVOID THIS PUBLICATION

Dairy Products Merchandising, Detroit, Mich., is dropped from the Handy Market List with this issue. THE AUTHOR & JOURNALIST will be glad to reinstate the publication when there is evidence that it can be recommended to writers.

A considerable number of business writers have claims of many months' standing against this magazine. One such claim was recently made the basis of suit, judgment being returned in favor of writer.

End Those Discouraging Rejections

VIEW your writing dispassionately.

Your stories don't sell. They go the rounds, devouring the postage allowance. Each bulky consignment returns, with a rejection slip.

Something is wrong. You toil over your stories, pour into them the accumulated mental energy of many hours. But the magazine editors don't want them.

What are you going to do about it? Surrender? Quit? You listen to a whisper from within—perhaps to quit would be the best course. At any rate, it would be the easy course. If you continue writing, your experience gives you no encouragement to expect acceptances, checks.

No person who confesses an interest in writing, a capacity for viewing life and noting the significant and dramatic, has a right to surrender his ambitions because of rejections of unsupervised work, done at haphazard and offered at haphazard. We owe things to our better selves. We cannot on an impulse forego our dreams of literary accomplishment. There is a common-sense thing to do.

GET AN A. & J. CRITICISM

DON'T guess why editors have returned your material. Don't guess that this, or the other quality is lacking. Don't guess that your choice of topics has been unsuccessful. Don't guess that you lack the ability to write stories that sell.

The expert training of The Author & Journalist staff is available to you at reasonable cost. Send your problems to it. End those discouraging rejections.

Your manuscript, sent to The Author & Journalist, is read by a staff critic who has written many stories himself for national publications, and in addition has criticized the work of many hundreds of beginning writers.

There are many policies which make Author & Journalist Criticism Service distinctive in its field. First of all, it is practical, concerned with results. It is taken for granted that the client wishes to learn how to prepare salable literary material. "How can this story be made salable? What does this writer need to learn, in order to sell?" These are questions which are everlastingly in the critic's mind.

The length of the criticism is proportioned to the need. No criticism ever is made which falls short of what the situation demands. Willard E. Hawkins, editor of The Author & Journalist and Chief of Criticism Staff, reviews every criticism. Hundreds of testimonials in Author & Journalist files prove the efficiency of service.

All fiction clients receive, without additional charge, the Progress Chart, originated by The Author & Journalist. It rates the writer for NINETEEN WRITING FUNDAMENTALS. It charts the progress of the literary aspirant up the trail to Success.

Each client, too, is automatically licensed to use the copyrighted Author & Journalist Story-Sales System. This incorporates producing and selling principles discovered by professional writers in the marketing of thousands of manuscripts. It is the most scientific effort yet made to reduce the problem of manuscript selling to a definite system.

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OTHER SERVICE BRANCHES

Literary revision with typing, per M words\$2.00
Letter perfect typing, prose, per M75
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Additional lines, each05
Play criticism: For each act5.00
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The Author & Journalist Criticism Department,
1839 Champa Street, Denver, Colo.

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W. E. Hawkins,
Chief of Criticism
Staff

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